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COFFEE & TEA INDUSTRIES

74th YEAR

JUNE 1951

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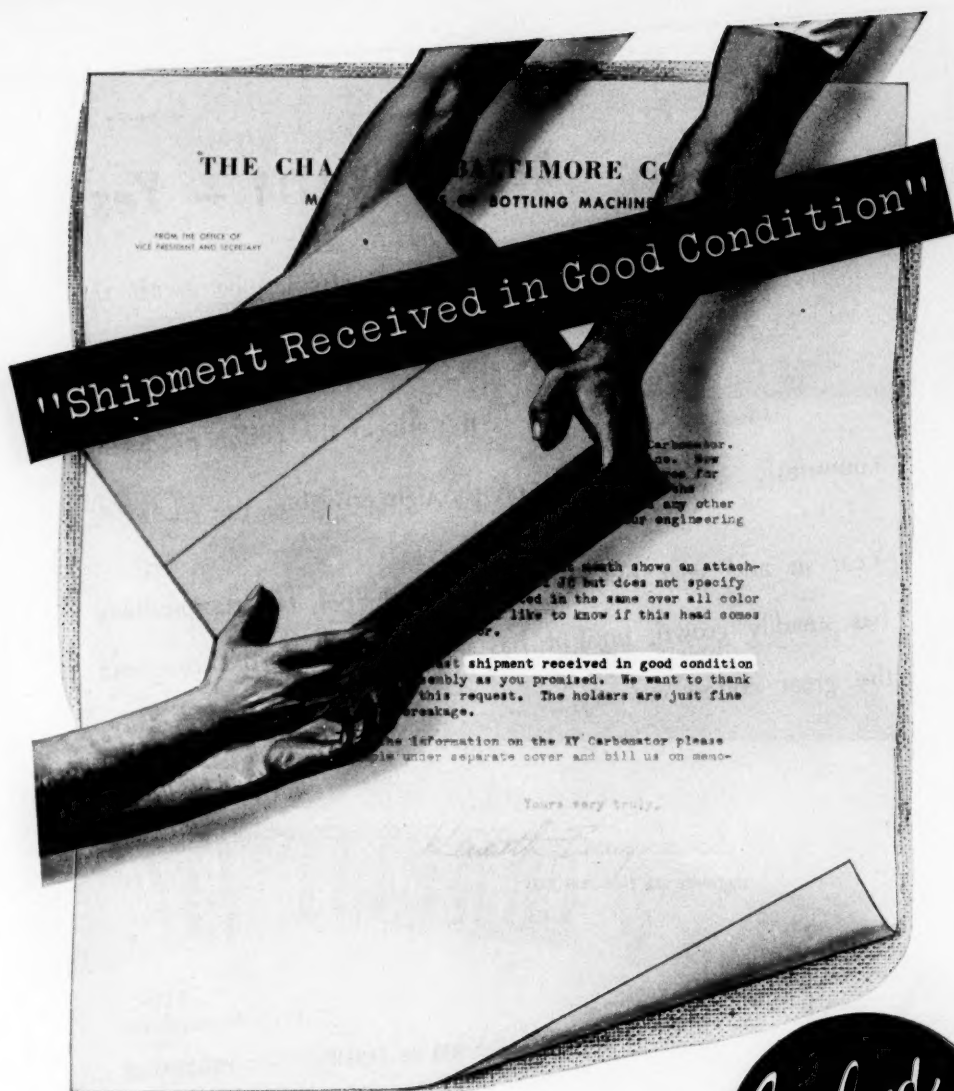
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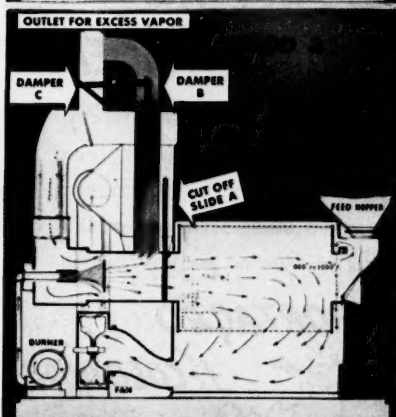
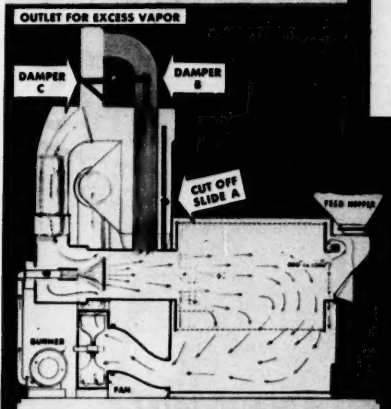
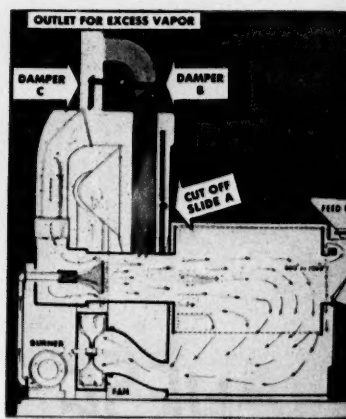
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COFFEE AND TEA INDUSTRIES



How your **THERMALO** operates when converted to a *Smokeless*

PERIOD I—before smoke appears: Heating medium is circulated in the normal manner. This period takes up about one-fourth of the roasting cycle. Damper C is open to vent excess gases. Damper B is closed. Cut-off Slide A is open for normal circulation.

PERIOD II—when first smoke appears: Damper C is closed—forcing excess gases through the flame (to burn smoke). Damper B is opened, to vent excess gases after smoke is burned. Cut-off Slide A is open, to permit normal circulation. (This period continues to completion of roast but does not include application of water.)

PERIOD III—when water is applied: Cut-off Slide A is closed, to prevent return of water vapor to the coffee. Damper C remains closed, to force all smoke and steam through the flame. Damper B remains open, to vent all gases after smoke is burned and steam reduced to invisible vapor.

Also available . . . full-automatic operation, if desired.

Conversion to SMOKELESS actually increases roasting efficiency!

In new equipment purchases, it is obviously more economical to specify a **BURNS SMOKELESS ROASTER** than to install a **THERMALO** and later to convert this roaster to the **SMOKELESS** type. But if your smoke-control problem is urgent, or likely to become so, the safest course is first to let us make the conversion on your gas-fired Thermalal roasters now in service.

The cost of such conversion is not immoderate—and no doubt you will find the peace of mind it brings well worth the price.

Furthermore, you earn a dividend on the investment, because a **Smokeless** appreciably excels the regular Thermalal in *roasting efficiency*.

The converted Thermalal completely consumes its own smoke and does away with "steam," chaff and odor as effectively as will a new **Smokeless**. Fuel requirements are much lower than for other smoke-incineration devices applicable to coffee-roasting.

Essentially, the conversion involves changes in your Thermalal's circulating system and in its burner design. Our engineers see that all changes conform to your available space. The installation job can be handled with a surprisingly short down-time for any Thermalal roaster being converted to **Smokeless**.

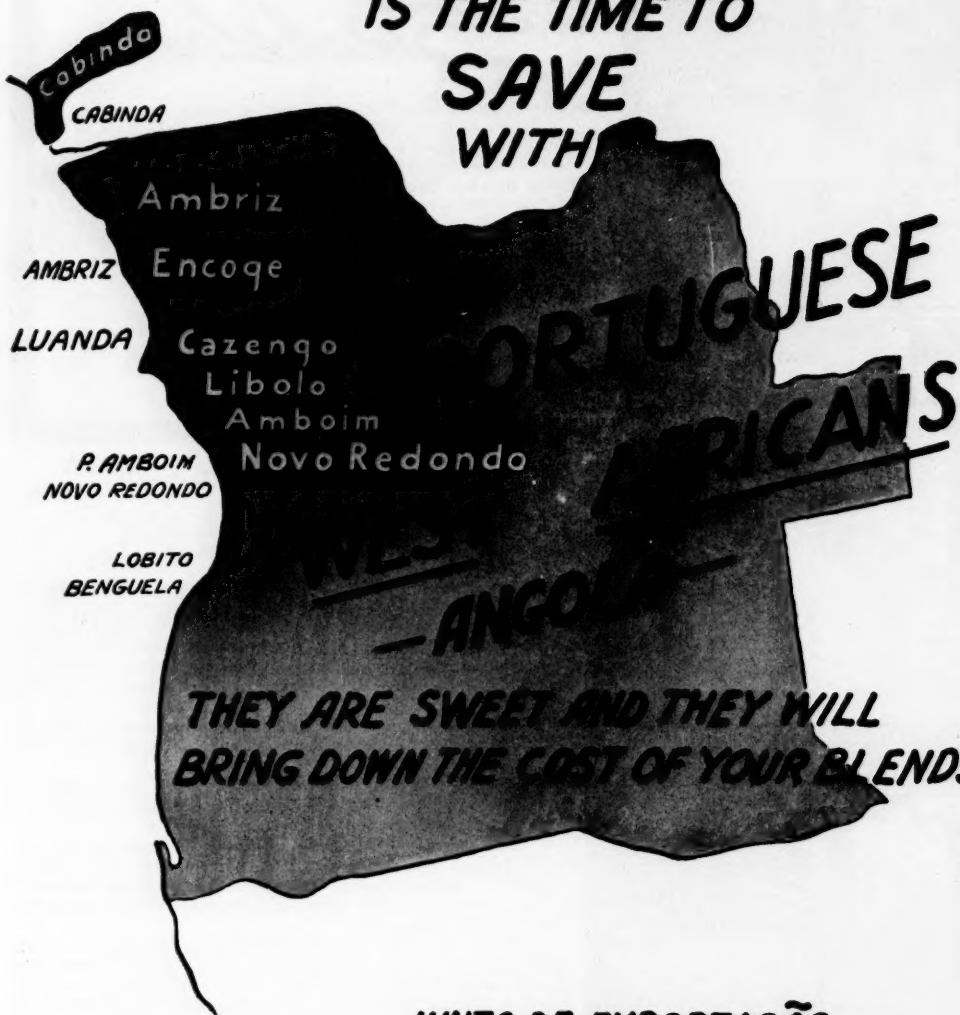
May be a smart precaution to get from us now all details about converting your gas-fired Thermalal roasters to **Smokeless**, in case tight smoke-control should become mandatory at your plant.

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SAMPLING OF TEA AND COFFEE • ROASTING COCOA BEANS • MAKING PEANUT BUTTER
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IS THE TIME TO
SAVE
WITH**



**THEY ARE SWEET AND THEY WILL
BRING DOWN THE COST OF YOUR BLENDS**

**JUNTA DE EXPORTAÇÃO
DO CAFÉ**



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CUP BREW COFFEE BAGS

are on the way!



**YOUR COFFEE PLANT
BELONGS IN THIS PICTURE!
and what a picture it is!**

Cup Brew's national marketing program is really on the move! Roasters in many major markets are now being licensed to package *their own coffee* in popular new patented Cup Brew Coffee Bags in *their own plants*. Cup Brew Coffee Bags are a proven success...yield 64 cups per pound for greater profit...boost distribution, increase outlets because grocers and consumers *want* them!



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Pat. No. 2,531,094

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Plus: Expert Care in Final Removal of Defects

DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI

COFFEE AND TEA INDUSTRIES



1. It's not enough just to show a woman a new shade of paint . . .



2. . . . you've got to show her how it will add glamour to her home.



3. It's not enough just to tell women your coffee is "vacuum packed"...



4. . . . you've got to tell them what vacuum packing means to them!

Tell your prospective customers that vacuum packing coffee in cans is the sure way of retaining its fresh flavor!

For flavor is your coffee's most precious quality. Protect your coffee's flavor from enemy air by packing it under vacuum, in cans by Canco! (They're *still* the finest vacuum cans on the market, even under government emergency restrictions.)

Use it as a big plus in your advertising—tell your customers the whole story behind the words "vacuum packed in cans"!



Keep your flavor! Keep your customers!

C. A. MACKEY & CO.
Incorporated

IMPORTERS - COFFEE

ESTABLISHED 1914

111 WALL ST. NEW YORK

MEMBER OF



THE GREAT ATLANTIC & PACIFIC TEA CO.

**IMPORTERS, ROASTERS, RETAILERS
OF FINE COFFEE**

•

Represented in

BRAZIL AND COLOMBIA

By the

AMERICAN COFFEE CORPORATION



Iced Coffee Season

is here . . .

and that's *another*

good reason to

**Use More
SANTOS**

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Comissarios e Exportadores BARROS S/A	1047	- Araqua	Companhia PRADO CHAVES Exportadora	86 - Pracha
Com. e Exp. COELHO-JUNQUEIRA, S. A.	92	- Junco	PRUDENTE FERREIRA, Com. e Agric. S. A.	639 - Prufer
COMPANHIA PAULISTA de Exportacao	704	- Copaulx	S. A. REBELLO, ALVES, Com. e Exp. de Cafe	605 - Rebello
Companhia FINANCIADORA Com. e Exp.	887	- Financial	RIBEIRO, CARVALHO & Cia. Ltda.	225 - Rica
Exportadora JUNQUEIRA MEIRELLES, S. A.	444	- Bracafe	ROSATO S. A., Com. e Exp.	200 - Astro
LEITE BARREIROS S. A. Com. e Exp.	387	- Chavantes	F. B. RATTO & Cia. Ltda.	530 - Arauto
Companhia LINENSE de Exportacao	307	- Linense	Exportadora SANTOS-PARANAGUA Ltda.	1137 - Sanpara
MILLON, BARRIONUEVO S. A. - Com. e Exp.	1035	- Milbar	SILVEIRA, FREIRE & Cia. Ltda.	352 - Silver
Casa Exportadora NAUMANN, GEPP, S. A.	22	- Orectic	Sociedade SUL AMERICANA Exportadora Ltda.	760 - Sulamex
NIOAC & Cia. Ltda.	186	- Monica	TOLEDO ARRUDA - Com. e Exp. S. A.	1.142 - Toarruda
			VIDIGAL PRADO, Com. e Exp. S. A.	453 - Vidigal

ICED COFFEE gets biggest 2-WAY SALES PUSH in history!

1. RITZ CRACKERS

goes all out for Iced Coffee with exciting advertising that will promote this delicious drink to millions of consumers across the country. In *Life* (July 16, 1951), *The Saturday Evening Post* (August 11, 1951) and 5 *Women's Service Magazines*. Plus posters on 1,500 Nabisco trucks!

WHAT'S MORE . . . Nabisco's 3,000 salesmen, blanketing the nation, will set up this life-size, full-color floor display in your key markets . . . giving you an opportunity to get *your* coffee featured in a mass display with Ritz Crackers.

URGE your grocery accounts to tie in with this forceful Iced Coffee-Ritz Crackers promotion. Get in touch with your local Nabisco representative for full information.



PRE-TESTS
of massed displays
with this floor stand
showed sales gains
up to 410% on Coffee

2. PAN-AMERICAN COFFEE BUREAU

gets behind Iced Coffee with a great campaign, too! Full-color, full-page ads will feature Iced Coffee throughout the summer months in *Life*, *The Saturday Evening Post* and *Sunday Supplements*.

FOR YOUR GROCERY CUSTOMERS:

The Pan-American Coffee Bureau follows through with practical point-of-sale helps. Full-color display pieces . . . a 12" x 18" Related-Item Poster and an 11" x 4" Talking Price-Strip . . . for use on coffee shelves and with related products—imprinted with your own brand name.

PLUS a colorful Iced Coffee streamer (14" x 5") for use on back-bars and windows of restaurants, fountains and coffee shops.

TO FOCUS ATTENTION on your brand get these point-of-sale helps to your accounts now! They are available to you at **HALF-COST!** Write the Pan-American Coffee Bureau today.

PAN-AMERICAN COFFEE BUREAU

120 Wall Street, New York 5, N. Y.



Related-Item Poster
12" x 18"



Talking Price Shelf-Strip 11" x 4"



Window Streamer 14" x 5"

Brazil • Colombia • Costa Rica • Cuba • Dominican Republic • El Salvador • Guatemala • Honduras • Mexico • Venezuela

YOURS for the asking

The booklets listed below contain specialized, detailed information on various subjects. This literature is yours for the asking. Merely fill out the coupon and mail.

8—COLOMBIAN COFFEE MAP AND BOOKLET

Wall Map showing coffee districts, number of trees, highways, railways, cableways, and various statistical information (Ask for 14-A). Revised pocket-size booklet "The Land of Coffee" including a section on "The How and Why of a Good Cup of Coffee." Available from the National Federation of Coffee Growers of Colombia, 120 Wall St., New York.

9—FLAVOR SELECTOR

A handy Flavor Selector and Cost Calculator for the use of flavoring manufacturers. Also Catalog and Price List covering the complete range of essential oils, concentrates and flavor materials. Fritzsche Bros., Inc., 76 Ninth Ave., New York 11.

10—REGIONAL ROASTING PLANT

"The Case for the Regional Roasting Plant" is the title of a new four-page, two-color folder issued by Jabez Burns & Sons, Inc., 11th Avenue at 43rd Street, New York 18, N. Y. The folder discusses the advantages of plant decentralization in the coffee field and describes the various types of regional roasting plants which can be set up to meet different needs—from the one-man-operated plant to the three-unit roaster battery plant.

11—SEALING TEXTBOOK

This little textbook on the sealing of corrugated and solid fiber containers has four chapters: 1. Adhesives—Hand Sealing and Automatic Sealing; 2. Gummed Paper Tape; 3. Metal Stitches and Staples; 4. Metal Straps or Wire. The 36-page book is available free from the Robert Gair Co., Inc., 155 East 44th Street, New York 17, N. Y.

12—FILLING AND PACKAGING MACHINERY

For Silex ground and for pulverized coffee, also for whole bean and steel cut coffee. Filling machines, carton filling and sealing machines, bag and envelope fillers and sealers, Cellophane and pliofilm packaging machines. Special bulletins for each type of equipment. Stokes and Smith Co., Department S, Frankford, Philadelphia 24, Pa.

13—COFFEE, TEA, TEA BALLS PACKAGING SERVICE

Complete set of samples of stock tea, tea balls and coffee cartons sent on request. Label samples also available. Specialists in Tea and Coffee Packaging. Rossetti Lithographing Co., Inc., North Bergen, N. J.

14—RESTAURANT COFFEE SERVICE

Illustrated, 46-page catalog gives complete specifications and prices on coffee makers of all types for use in hotels and restaurants. Parts and accessories also fully covered. Sieling Urn Bag Co., 927 W. Huron St., Chicago 22, Ill.

SPICE MILL PUBLISHING CO.

100 Water St., New York 5, N. Y.

Please send me the booklets whose numbers I have checked:

8 ☐ 9 ☐ 10 ☐ 11 ☐ 12 ☐ 13 ☐ 14 ☐

Firm Name

Street Address

City and State

Signature

Title

JUNE, 1951

Formerly THE SPICE MILL

COFFEE & TEA INDUSTRIES and The Flavor Field

74th Year

JUNE 1951

Vol. 74, No. 6

The aroma of coffee.....	12	Tea packers subject to CPR 22.....	64
<i>Last part in a comprehensive survey of research knowledge</i>		Tea Research in Ceylon.....	65
Using TV to sell coffee.....	13	Tea Council spends \$1,200,000.....	67
<i>McLaughlin credits this medium with better-than-normal sales</i>		Wholesale-to-retail tea movement.....	67
Kill that summer slump!.....	15	From shipping room to retailer.....	71
<i>PACB's merchandising aids can help you achieve this objective</i>		<i>How to save money in getting your package to the retailer</i>	
A guide to CPR 22.....	17	Capsicums from California.....	75
<i>Here's NCA's boiled-down version of the manufacturers price order</i>		<i>The West Coast makes vital contribution to flavor field</i>	
Packers' premium budgets.....	20	ASTA launches research.....	79
<i>Results of C&T's second annual national survey of premium use</i>		<i>Spice men will dig into medical aspects of items</i>	
Premiums will be available.....	21		
<i>C&T also checked the impact of defense on premium availability</i>		Departments	
1951 Premium Buying Guide.....	23	Crops and countries.....	18
1951 Premium Suppliers' Index.....	31	Ship sailings.....	47
Home service convention.....	34	The coffee outlook.....	55
<i>All-time high in attendance seen by NRTCMA officials</i>		Coffee movements.....	55
For a good cup of tea.....	59	Editorials.....	57
<i>Tea Examiner Hutchinson does a guest column for Bob Lewis</i>		Packettes.....	73
Talk about teapots.....	63	Flavorettes.....	77
		City news.....	80-86

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74th Year

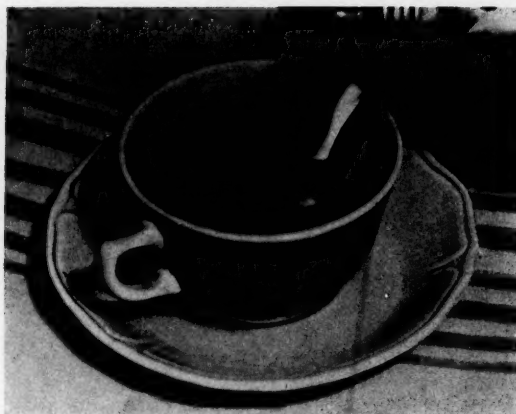
T. M. Reg.

Pioneer Publication in Coffee, Tea, Spice, Flavor

The aroma of coffee

Last part of a notable survey of knowledge on the subject

By R. W. MONCRIEFF, B.Sc., F.R.I.C.



A method for determining the oxidizability of roasted coffee, the higher the figure the better the quality of the coffee, has been described by Johnston.⁴⁷ A quantity of roasted coffee, or of an infusion of it, is brought into contact with oxygen under controlled conditions and the amount that is absorbed is measured. Coffee that is stale, has lost its flavor and already become partly oxidized, will absorb much less oxygen than fresh coffee.

Punnett and Eddy⁴⁸ carefully investigated the flavor of coffee. They distinguished two separate flavors: (1) freshness which was made up of a desirable aroma and flavor, (2) staleness which may develop when coffee is kept.

The back of the tongue (that part which is ordinarily considered most sensitive to bitter tastes) is more sensitive to the coffee freshness, while the side of the tongue near the front (the part most sensitive to the salty taste) is that which best detects the coffee staleness. As the two flavors are detected by different parts of the tongue, they may be sensed simultaneously. They found that staleness developed first about nine days after roasting, and that as the staleness increased, the true coffee flavor diminished. The staling appeared to be due to oxidation, as it could be retarded or inhibited by the presence of carbon dioxide and the absence of oxygen.

Physiological effects

Caffeine has a slightly bitter taste; it is responsible for the stimulating effect that coffee possesses. About 1.5 per cent of coffee either green or roasted, is caffeine, and an average cup of coffee will contain about 1.5 grains of caffeine. The mineral matter and the chlorogenic acid contribute towards the astringency of the coffee. The "body" of coffee is due to the presence of glucosides and of caramel. The term caffeotannic acid includes chlorogenic and coffalic acids, neither of which is a true tannin. According to Nottbohm and Mayer⁴⁹ coffee (Santos) contains about 0.02 per cent choline.

Prescott⁵⁰ looks on coffee not as an injurious beverage but as one which "properly prepared and rightly used, gives comfort and inspiration, augments mental and physical activity, and may be regarded as the servant, rather than the destroyer of civilization."

According to Teply, Krehl and Elvehjem,⁵¹ an aqueous extract of coffee is a powerful emetic for dogs. When a high concentration of it was included in a diet fed to rats,

the rats died; smaller amounts resulted in poor growth, and this also occurred in the case of coffee from which the caffeine had been removed. Behrens and Malorny⁵² also showed that aqueous extracts of coffee had an emetic action, and, using a coffee filtrate obtained by boiling 100 g. of roasted Colombian coffee in a litre of water, they found that 42.5 ml. per kg. weight of the dog constituted an emetic dose.

Sabalitschka and Pilger⁵³ have shown that *in vitro* an aqueous extract of coffee strongly inhibits peptic digestion; as however the delay is not due to an irreversible change in the albumen, making it indigestible, the delay may not be very serious.

The writer has noted from personal experience that two cups of coffee, taken as soon as the symptoms appear, will cure a sore throat and prevent the onset of a cold—a tribute to the known germicidal value of coffee.

Although coffee is harmless to most people, some show idiosyncrasy towards it, on account of its caffeine content. According to Gutmann,⁵⁴ persons allergic to one kind of coffee are not necessarily so to another kind. It is well known that the content of caffeine and indeed of other constituents varies from one kind to another, and for this reason the different reactions to different kinds of coffee are comprehensible.

Sperling *et al.*⁵⁵ have investigated the effect of coffee on the life-span of rats. One group of animals was fed a diet similar to that taken by people in the north eastern United States and another group of animals was fed a similar diet plus the equivalent of a cup of coffee per day. After three generations no effect on the life span was observed; apparently coffee has no effect on the longevity.

The consensus of opinion is that coffee, as ordinarily taken, is not harmful, but has a stimulating effect, and probably an internal germicidal value.

According to Teply, Krehl and Elvehjem,⁵¹ aqueous extracts from roasted coffee contained 10 mg. per cent of nicotinic acid, but green coffee contained only about 1 mg. per cent. A method of vitaminizing coffee has been described by Geitz.⁵⁶ It consists of spraying a mist of a solution of vitamins through a stream of freshly ground coffee in an inert gas atmosphere to avoid oxidation. The vitamin coating is claimed to assist in the preservation of flavor.

According to Scheunert and Reschke there is no evidence

(Continued on page 74)

McLaughlin's sales record ran ahead of the coffee industry as a whole. One of the big reasons, says the firm, is television

Using TV to sell coffee

In March, 1950, W. F. McLaughlin & Co., Chicago, roasters of the famous Manor House brand, first experimented with television. Their initial venture was sponsorship in Milwaukee of the NBC network show, "Who Said That?", which was aired weekly on a cooperative basis for that market alone. Low-budget one-minute filmed commercials were used, and each commercial carried a hard-hitting selling message and very strong package and product identification.

Evidence of successful results were observed much faster than was expected. Salesmen received almost immediate comment from their trade, and consumer reaction was quickly measurable both by audience surveys and movement of Manor House Coffee in retail outlets.

At the time the company started there, Milwaukee was only moderately developed at a television market, with only a fair percentage of sets per number of families. It was, however, a one-station town and the nationally popular quiz-panel show, "Who Said That?", earned and held a high rating.

Results were so good, in fact, that W. F. McLaughlin & Co. decided to continue the show throughout the summer, contrary to their own previous practices and contrary to the practices of vacuum-packed coffee merchandisers generally.

In the fall of 1950, the decision was made to go heavily into TV in all markets where the medium was available. Radio and newspaper campaigns were continued in non-TV markets, with the latter being used along with TV in a few centers.

In Chicago, W. F. McLaughlin & Co., through their advertising agency, Earle Ludgin & Co., sponsored one live half-hour show, "Studs' Place," on the local ABC outlet, WENR-TV, and two other quarter-hour filmed shows.

The "Studs' Place" show, its locale situated in a small neighborhood restaurant, has four central characters who face natural real-life situations each week in a warm, friendly, appealing way. The show has built a growing and very loyal audience and has received a great deal of local and national publicity in newspapers and such magazines as TV Forecast, TV Guide, Look and Colliers. As a vehicle for selling Manor House Coffee, it has been highly successful by means of both filmed and live commercials delivered by

members of the cast with sincerity and personal appeal.

The first of the two filmed shows used in Chicago was "Yesterday's Newsreel," also on WENR-TV, and consisting of scenes and highlights from actual newsreels of other years. Its appeal is largely to people of middle age and above. The second filmed show (on WBKB) is "Hollywood on the Line" a series of TV interviews with motion picture stars on film, talking to a live studio announcer. The appeal of this show is focused among younger people; and the two shows together, each with a good rating at low time and talent costs, have done a splendid selling job combined with the powerful appeal and prestige of "Studs' Place."

In four other Manor House Coffee markets (Davenport, Ia.; Grand Rapids, Mich.; Lansing, Mich.; and Kalamazoo, Mich.) the company sponsors the same show it still uses in Milwaukee, NBC's "Who Said That?" In Indianapolis, Ind., a local newscaster, Gilbert Forbes, is used two and three evenings a week.

Three complete sets of filmed commercials have been made during the year for Manor House Coffee. They are used in all markets, so that their cost is apportioned over the entire advertising program. Occasional live commercials are used to feature special promotions in one or many markets.

After a full year, starting with an initial experiment, W. F. McLaughlin & Co. is convinced of the great effectiveness of TV advertising and gives the medium credit for a substantial share of McLaughlin's 1950 sales record, which ran well ahead of the record for the coffee industry as a whole.



Herbert McLaughlin, president of W. F. McLaughlin & Co.



A scene during Studs' Place, McLaughlin's live half-hour show.

**SCHAEFER
KLAUSSMANN CO., INC.**

- 99 WALL STREET, NEW YORK 5, NEW YORK
- BOARD OF TRADE ANNEX, NEW ORLEANS 12, LA.

Coffee Importers and Agents





Ammunition for your iced-coffee drive—PACB's four-color related item poster.

Kill that summer slump!



A mass coffee and Ritz Cracker display built around the life-sized floor stand.

Will your coffee volume show the usual hot-weather sag this summer? It needn't, if you (a) decide that the seasonal slump is *not* inevitable, and (b) proceed to act on that premise.

Sailing into the hot-weather months with an all-out, bang-up campaign marked by the scope and drive and tempo of some of your best winter efforts may bring results which will startle even yourself.

Where roasters have gone at it that way in past summers, the summer sag has in some instances been ironed out of the picture entirely, in other cases the steep valley was turned into a mild dip.

Is it an objective worth tackling? Think for a moment of what it would mean to you—volumewise, profitwise, productionwise and otherwise—to move through the year without the hot weather slump.

If you are already sliding into high gear in such a drive, so much the better. If you haven't mapped one yet, you can still make a real impact.

In either case, you have available to you the weight of a big, national campaign for iced coffee being launched this month. Moreover, you can focus the national drive onto your brands, in your areas, by putting to use point-of-sale material carrying your own imprint—material you can have at half cost.

These opportunities are being opened up to roasters by the Pan-American Coffee Bureau. PACB is firing the starting gun this month on a double-barreled advertising and promotion campaign aimed at stimulating sales and consumption of iced coffee during the hot-weather period.

Cooperating with PACB in this program, the National

Biscuit Co. will feature iced coffee and Ritz Crackers in extensive advertising and merchandising during July and August.

During the campaign, PACB will use space in top national weeklies and Sunday supplements with a combined circulation in excess of 35,000,000.

The iced-coffee advertising will appear in such publications as *Life*, *The Saturday Evening Post*, *American Weekly*, *Parade*, *This Week*, *Columbus Dispatch*, *Louisville Courier-Journal*, *Toledo Blade* and *Nashville Tennessean*.

This advertising will be supplemented at the consumer level by display material to be offered to grocers and restaurant operators through roasters, and by additional promotional displays to be distributed by salesmen of the National Biscuit Co.

For your grocer outlets, here's material you can probably put to good use. A colorful 12 by 18 inch poster, with room for your brand imprint, is designed especially to sell for you at related item displays. It can also be used with your own mass island displays, end displays and floor displays.

The poster shows a tray of summery foods, with a huge glass of iced coffee in the foreground, and the slogans read, "It's 'Iced Coffee' time . . . So delicious—so refreshing made with Your Brand Coffee . . . Nothing satisfies like coffee!"

An 11 by 4 inch cutout shelf strip in full color has many uses—as a shelf marker, as a display tuck-in, as a poster or display card. This strip is a cool looking piece, with a light blue background from which the top of an iced coffee glass projects. "So refreshing iced!" is the simple slogan, with dollops of snow caught on the letters of the word "iced".

(Continued on page 56)



The full-color price strip for coffee shelves.



The restaurant streamer for windows, back bars.

Southern coffee roasters elect Pepper president, Anderson vice president

John R. Pepper, of the Goyer Coffee Co., Memphis, Tennessee, was elected president of the Southern Coffee Roasters' Association at the organization's annual spring meeting, held recently at the Jefferson Hotel, Richmond, Virginia. Mr. Pepper succeeds Overton Dickinson, named president when the association was formed last year.

J. D. Anderson, of the Southland Coffee Co., Atlanta, Georgia, was elected vice president for the coming year, and Linwood Antrim, Jr., of C. W. Antrim & Sons, Richmond, Virginia, was chosen secretary-treasurer.

On the executive committee of the association are the new officers plus William S. Donovan, of the Donovan Coffee Co., Birmingham, Alabama, and Mr. Dickinson.

A full day meeting, the spring get-together saw the morning session devoted in large part to a discussion of problems confronting the Southern roaster—smoke abatement laws, soluble coffee, sales and promotion, continuing sale of fractional-pound bags to the institutional trade, disposal of empty green coffee bags, tea chests and flue scrapings, the question of electronic roasters for grocery stores, salability of Steepolator coffee bags and other matters.

After the meeting adjourned, Virginia roasters entertained the conventioners at a reception in the Jefferson Hotel.

Present at the meeting were, in addition to Mr. Pepper,



V. P. Anderson



Ex-President Dickinson

Mr. Anderson, Mr. Antrim, Jr., and Mr. Dickinson, the following:

T. J. Heath and W. L. Childress, Bowers Brothers, Inc., Richmond, Virginia; Steve A. Votsis, Norva Coffee Co., Norfolk, Virginia; William Smith, Batterton Coffee Co., Birmingham, Alabama; W. C. Palmour, Palmour Coffee Co., College Park, Georgia; J. Perin Lawson, Lawson Coffee Co., Inc., Sumter, South Carolina; W. H. Black, Atlanta Coffee & Tea Co., Atlanta, Georgia; and Jetton King, Fleetwood Coffee Co., Greensboro, North Carolina.

Also Joe G. Fiveash, James G. Gill Co., Norfolk, Virginia; Harold Woods, Woods Brothers Coffee Co., Roanoke, Virginia; W. H. Shirey, Rich Maid Manufacturing Co., Richmond, Virginia; J. E. Harry, Colonial Stores, Inc., Norfolk, Virginia; and John E. Dinos, Mocha Coffee Co., Atlanta, Georgia.

Guests present at the meeting included Jerome J. Jacoby, New York City, and Tom Buckley, F. D. Wilcox Co., New Orleans.



CUP SELECTIONS

SPOT AND SHIPMENT
GREEN COFFEES

We sell coffee
—that's our business;

We make friends
—that's our pleasure

R. C. WILHELM & CO.
INCORPORATED

109 FRONT STREET, NEW YORK 5

A guide to CPR 22

By W. F. WILLIAMSON, Executive Vice President
National Coffee Association

For weeks up to May 28th—increasingly so as that date approached—many roasters went about with a somewhat dazed look on their faces. They were deep in the intricacies of figuring out ceilings on their roasted products under Ceiling Price Regulation 22.

With CPR 22, one of the bulkiest of the price regulations to come out of Washington, coffee manufacturers joined coffee wholesalers, retailers and green coffee handlers as trade categories operating under more specific rulings than the original General Ceiling Price Regulation.

Green coffee ceilings are covered by Supplementary Regulation 3 to GCPR; roasted coffee wholesale prices by CPR 14, retailer prices by CPR 15 and 16.

Coffee manufacturers subject to CPR 22, trying to work out their ceilings before the filing deadline of May 28th, warmly welcomed this analysis of the regulation painfully developed by the National Coffee Association in the two weeks after the law was announced.—Ed.

The principal difficulty in preparing an explanatory bulletin on the operation of Ceiling Price Regulation 22 is that there are too great a variety of ways to figure the new ceiling. To include all possible variations and choices would result in an explanation likely to be as confusing and difficult to understand as the order itself.

In this bulletin, therefore, we have, after consultation in Washington and after consultation with our attorneys, prepared a highly simplified statement which it is believed will cover most of the problems for the majority of the roasters.

We will be glad to get additional detailed answers for any company having specific problems, but an attempt to cover them all in this bulletin would, we feel, simply add to the confusion.

There are two general comments which should be made for everyone's guidance.

First: It will be worthwhile to read the "Statement of Considerations" very carefully, because it gives a pretty clear picture of what the Office of Price Stabilization is driving at and helps that much to understand the detailed instructions which follow.

Second: If you desire to get an answer on any point from Washington direct, write rather than telephone. Do this if at all possible. The chances of misunderstanding are very great where the phone is used. Chances are the government man will misunderstand the question or you the answer.

With these preliminary comments we suggest the following procedure.

First: Select the base period most suitable for your business.

Second: Determine the highest price you got for your largest selling coffee to your largest class of customer during this period. *This is your base period price.*

Third: Get together all invoices on coffee received during the last 30 days of the base period you have selected. Exclude from these, invoices covering coffee actually purchased more than 60 days prior to delivery and invoice.

Fourth: Add up the total dollar value of the remaining invoices.

Fifth: Divide the pounds into dollars and secure a cost per pound.

Sixth: Repeat this procedure for the 30 day period prior to March 15th.

You now have two per-pound cost figures—one for a base period which you have selected, and one for the period February 13th to March 15th.

These two figures should then be converted to a roasted coffee basis to allow for shrinkage.

After the shrinkage is figured, the base period figure should be subtracted from the February-March figure. You then add to this figure the per pound increases in cost of other materials which were incurred between the base period and December 31st, 1950. This would include increases in packaging costs, fuel, etc., entering directly into the manufacture of the product.

(Items of cost listed in Appendix A and Appendix B may be included up to March 15th. This raises a technical question concerning cans. Items X in Appendix A certainly defines a vacuum sheet steel can. We are advised, however, that this was not the intent of the order. We were further advised, however, that an amendment including such containers in a way which would permit the addition of the January 1st increase was in the works. This being so, it is probably best to include the increase in your calculations on the theory that it will be covered by the time the report is in.)

Having added these figures, i.e., your increase in green coffee plus your increase in other materials, you then divide this total figure by the base period price. This will give you a percentage. Multiply this percentage figure by your base period price for each item in your line. The resulting cents per pound figure can then be added to your highest price to your largest customer class during your base period to determine a new price. To this, then add figures for increased labor costs as determined from Sections 7, 8 and 9; the result will be your new ceiling price.

(Continued on page 45)

OPS EXTENDS CPR 22 DEADLINE TO JULY 2nd

The Office of Price Stabilization has granted an extension until July 2nd, 1951, for filing reports under the agency's General Manufacturers' Order, Ceiling Price Regulation 22, on which the date for filing had been set originally for May 28th, 1951.

The extension order provides that manufacturers who filed reports had the option of beginning to use new ceilings on May 28th. However, no price increases can be put into effect until 15 days after the reports are filed with OPS.

In granting the postponement, the agency emphasized that no further extensions would be granted, and, warned producers to submit their reports as quickly as possible, so that they might start pricing under the new regulations.

Crops and countries

coffee news from producing areas

Brazil curbs coffee dispatches from interior to ports during June

All coffee dispatches of the 1950-51 crop from the interior of Brazil to ports will be prohibited until July, when the new crop year begins, it was announced last month.

Any coffee dispatched in June, according to the report, will be retained by the Divisao de Economia Cafeira indefinitely, with expenses for the account of the consignees.

1951-52 Paulista Crop: The coming Paulista crop was damaged by the last drought period experienced in the State of Sao Paulo, according to a bulletin of the Servico de Economia Rural, it is reported by Octavio Veiga, Santos correspondent of Coffee and Tea Industries.

Estimates put the exportable production at 6,500,000 to 7,500,000 bags, exclusive of 1,000,000 bags for local consumption.

Le Havre Exchange: A. T. Arioux, president of the National Federation of the Commerce of Green Coffee, France, met in Santos recently with representatives of producers and exporters, as well as government officials, on problems connected with the French coffee market,

including the reopening of the Le Havre Coffee Exchange.

Coffee Crop Definitions: Difficulties are often created for laymen, and sometimes for those who are not, by loose terminology in respect to the coffee crop, the British Chamber of Commerce of Sao Paulo and Southern Brazil points out. The position was well-stated by the chief of the statistical department of the Sao Paulo Coffee Superintendence Service in a letter to the press:

"The Secretariat of Agriculture refers to coffees that flower and grow in 1949 and which are harvested in 1950 as the 1949-1950 crop. This is correct from the agricultural point of view. However, when the coffee trade speaks of the 1949-1950 crop it means coffees picked in 1949 and shipped during that year and (the first half of) 1950. Thus, there are two different interpretations for the same term, and both are correct according to the criterion used."

The letter suggests that such a state of affairs is prejudicial to business because it confuses buyers, and that the matter might be resolved by applying the calendar year to coffees harvested in that year, without having regard for when they flowered, or when shipments terminated.

Thus, coffees harvested in 1950 would be called the 1950 crop. At present the bulletins of the Superintendence call the 1950 harvest the 1950-51 crop, in accordance with trade usage and not agricultural usage.

Costa Rica's 1950-51 crop is smaller

Costa Rica's 1950-51 coffee harvest has been completed, and the total output is estimated at 307,000 bags, a decline of about 21 per cent below the 1949-50 production,

LEONIDAS LARA & SONS, INC.

99 Wall Street

New York 5, N. Y.



FINE COLOMBIAN COFFEES

TELEPHONE
DIgby 4-8777

TELETYPE
NY 1-3368

Cable: NYLORENA

PACB ISSUES NEW SUMMARY OF STATISTICS ON COFFEE

The latest issue in the annual summary of coffee statistics compiled by the Pan-American Coffee Bureau, "Release No. 14," is now available.

A useful and revealing compilation, the statistics cover world production of coffee, exports, imports and price movements. It also analyzes trends in production and consumption which determine the outlook of the world coffee trade.

according to E. E. Piza, commercial investigator with the American embassy in San Jose.

Since 15 per cent of the coffee production is reserved for domestic consumption, the 1950-51 output should provide about 260,000 bags for export. The quality of the coffee from the 1950-51 crop is considered good. No carryover of coffee from the 1950-51 crop is expected, since most of the output has been sold already.

Heavy rains in March, 1951, reportedly did serious damage to the 1951-52 crop on the Atlantic slope. However, it is too early to forecast the size of the crop. Weather conditions at present are reported to be very satisfactory.

Exports of coffee from Costa Rica amounted to 313,000 bags in 1950, compared with 269,000 bags in 1949 and 384,000 bags in 1948.

The average price of coffee for export from Costa Rica increased from 41 cents a pound in March, 1950, to 55 cents in March, 1951.

It is reported that the average Costa Rican coffee ex-

porter considers present coffee prices very satisfactory and coffee ceiling prices in the United States fair.

El Salvador makes coffee foreign agent fees tax exempt

The government of El Salvador has promulgated a decree modifying the coffee export tax law which went into effect last November 1st.

Provisions of the new law, announced in an executive power decree following approval by the National Legislative Assembly, will be applied beginning with the yield for the 1950-1951 crop year.

The law stipulates that the first and seventh articles of the previous legislation should be interpreted as absolving from income tax the value of sales commission paid to agents abroad. Most of El Salvador's coffee is sold in the United States.

The new decree specifically exempts coffee producers from payment of income tax on profits obtained from cultivation, production, milling and commercial transactions involving coffee both in domestic and foreign markets.

Interpreting certain provisions of the seventh articles of the previous legislation, the decree also states that references to the "deduction of the costs of transportation" should be understood as including in the deduction all costs necessary to place Salvadorean coffee in the place of destination and in the conditions of delivery involved in the price quotations governing the transaction.

ECA coffee for Greece

The ECA has authorized Greece to use its funds to import coffee from Brazil worth \$550,000, the Brazilian Bulletin reports.

Byrne, Delay & Co. **Coffee**

NEW YORK

Cable Address:
"VICAPE"

MEMBER OF
NCA

104 Front Street

Agents for Reliable Shippers in Producing Countries

Specializing in
BRAZILS
COLOMBIANS
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Agents for:
MORGAN SOUTTER & CIA., LTDA.
SANTOS

Packers' premium budgets hold firm

Here are the results of this publication's second annual survey of premium use by U. S. coffee and tea distributors

The widening effects of the stepped-up defense program since the outbreak of the Korean war last year has not ended the need for premium selling on the part of coffee and tea packers.

On the contrary, most of the packers who use this form of promotion report that their need for it has remained unaffected or has even increased, compared to the first half of last year.

This fact is revealed by the second annual national coffee and tea premium survey, conducted by this publication as a service to the industries it covers.

Elsewhere in this issue is the report of another survey, also conducted by Coffee & Tea Industries, to determine for the benefit of coffee and tea packers the supply situation on premiums.

The survey of premium use by the coffee and tea industry covered all types of distributors—to the grocery trade, to hotels, restaurants and institutions, and direct to consumers through wagon route operation.

Apart from the home service operators, among whom premium selling is universal, the rest of the industry is split almost equally between packers who use premiums and those who don't. This year's survey turned up a proportion of 48 per cent who do, against 51 per cent who don't.

Most of the distributors selling to the restaurant, hotel and institutional trade do not employ premiums, simply out of the belief that this type of merchandising has no place in this end of the business.

There are exceptions, however. In virtually every instance these exceptions are among the leaders in their territory, although their use of premiums may be only part, even a very small part, of the explanation for their top standing.

What these packers do in most cases is pack coupons with the shipping cases going to the hotel or restaurant, coupons redeemable for attractive premiums.

This technique, incidentally, is also used by a number



This lady is about to win a prize in Folger's Coffee Quiz.

of packers catering to grocers. The premiums, in these instances, go to the grocers, not to the housewives.

Among coffee and tea distributors selling through grocers, the proportion using premiums is, of course, much higher than for the industry as a whole—nearly 63 per cent.

Among the remaining 37 per cent, however, the attitude against premiums finds its sharpest expression. This is typical: "In order to maintain high quality, we completely abstain from the use of premiums. Coffee costs are high enough without adding to it."

The premium industry contends, of course, that premium promotion is a form of advertising, and it is as advertising that such costs should be considered. Since last year, however, when similar attitudes were revealed by the first national coffee and tea premium survey conducted by this publication, the premium industry has made little progress in putting this point across.

Not all distributors to the grocery field who do not use premiums are hostile to the idea. Most seem to be indifferent. But a substantial number are receptive, many of them firms which used premiums either before or during the last war, in some instances since, but have not gotten around to using them again.

An astonishing variety of products were offered as premiums by coffee and tea distributors during the first three or four months of this year. One characteristic was common to virtually all of them—they were items for the home, either for the kitchen or decorative, useful products for the other rooms. The exceptions were personal items, such as pens and pencils.

Kitchen items included refrigerator sets, plastic refrigerator bottles, dishes, coffee mugs, automatic percolators, other types of coffee makers, aluminumware, aprons, enamelware, crockery, fruit juice sets, coffee sets, iced tea sets, dispensers and glasses, tumblers, cutlery, glassware, steel wool pads,

(Continued on page 33)

KEYS TO WAGON ROUTE SUCCESS WITH PREMIUMS

"We find, after many years of premium experience, that success comes with their use in the following manner:

"1. Consideration of the article itself—its importance for immediate use, whether it is nationally known, whether it is otherwise new and useful.

"2. Consideration of the thought and effort put back of the premium. No premium will pull by itself. It requires the same sales effort as an article to be sold outright.

"3. Consideration of the article's appeal to fresh minds, from children to 45."

—Wagon route operator in replying to second annual national premium use survey conducted by Coffee & Tea Industries.

Premiums *will* be available

A report on the effect of the defense program on premium supplies, as revealed by a Coffee & Tea Industries survey

Coffee and tea packers who would like to count on premium promotions during the balance of this year need not shelve such plans out of fears that premiums will not be available.

Some shifting might be necessary, from certain premium items to others, from some premium sources to different ones.

But the fact is that the premium industry has been hit by the defense program far less than some off-the-cuff opinion has indicated.

Up through the first quarter of this year, a number of manufacturers did drop premium items as a result of the defense situation.

But these companies were the exception, rather than the rule. Moreover, the items dropped represented less than a fifth of the dollar volume of these firms—and in many instances the discontinued products have been replaced by new items made of less critical materials.

To bring packers the facts about the premium supply situation, Coffee & Tea Industries surveyed virtually every source of premiums in the country. Responses represented, in number, more than one-third of all the premium houses in the United States, a far greater proportion than is normally considered adequate for survey conclusions.

Dollar volume

In dollar volume, however, the companies responding to the survey represented considerably more than one-third the industry's weight, since most of the larger premium manufacturers were included.

The information in the responses was reported by responsible executives. More than 21 per cent of the returns were signed by the presidents of the companies concerned, 14 per cent by sales managers, 13 per cent by owners, 7 per cent by managers, 6 per cent by vice presidents, 4 per cent by partners and 3 per cent by advertising managers.

The other questionnaires were filled out by executives with such titles as treasurer, general manager, premium sales

manager, vice president in charge of sales and merchandise manager. On 6 per cent of the responses, however, the title of the signer was not specifically indicated.

Most of the replies—slightly less than 83 per cent—came from premium manufacturers, another 10 per cent from manufacturers representatives, 6 per cent from jobbers and 1 per cent from firms which did not indicate the nature of their operation.

More than half of all these premium houses, a shade over 57 per cent, declared that their supply of premiums this year, compared to last year, has been about the same.

First three months

"This year" indicates the first three months of 1951. Most of the companies filled out the questionnaires at the end of March or during the first week in April.

A surprisingly large proportion—32 per cent—said their supply of premiums had actually been greater this year than last.

How much greater? All the way from 300 per cent to 10 per cent, but the average increase was a little more than 39 per cent. In most instances, the large increases represented items which were new—just introduced in 1950 and available in much greater quantities this year.

Nearly 11 per cent of the companies declared their premium supplies *were* smaller this year than last. Here, too, the firms were queried on the extent of the change. One source registered the most serious shrinkage in supplies, 90 per cent. Taking all these companies together, however, the average cut in premium availabilities was about 34 per cent.

Changes can be expected during the balance of the year, but they won't be sudden or drastic, according to the survey responses.

The situation existing during the first quarter of the year will continue about the same, more than 56 per cent of the companies declared.

Another 24 per cent said their premium supplies during

THIS IS THE SURVEY QUESTIONNAIRE ON PREMIUM SUPPLY STATUS, OUTLOOK

This is the questionnaire sent to virtually all premium houses in the United States in Coffee & Tea Industries' survey to determine the effect of the defense situation on premium supplies.

Has your supply of premiums this year, compared to last year, been about the same?..... Greater?..... Smaller?..... By about what percentage?.....

Do you expect your supply during the balance of the year to be about the same?..... Greater?..... Smaller?..... By about what percentage?.....

Have you had to drop any of your premium items because of shortages? Yes..... No..... If yes, which items did you drop?..... What proportion of your dollar volume did they repre-

sent?.....%

Do you expect that you will have to drop any of your premium items, because of shortages, during the balance of the year? Yes..... No..... Don't know..... If yes, which items?.....

If you did discontinue any premium items on account of shortages, were you able to add new items, using less critical materials? Yes..... No..... If yes, which items did you add?.....

As to demand for your premium items so far this year, compared to last year, has it gone up?..... Down?..... Stayed the same?.....

Do you think demand during the balance of the year will go up?..... Down?..... Remain the same?..... Don't know.....



PRODUCTS OF STANDARD BRANDS INCORPORATED

MAXWELL HOUSE *Coffee*

BOUGHT AND ENJOYED

BY MORE PEOPLE THAN

ANY OTHER BRAND OF

COFFEE AT ANY PRICE

MEMBER OF
NCA

Good to the last drop!

the balance of the year would be greater, and just about an equal proportion felt their supplies would shrink.

The companies expecting their premium supplies to increase said the expansion would range from 10 to 100 per cent. One respondent, noting his item was new, looked for his supplies to swell by 200 per cent during the balance of the year. For all these firms, the average increase anticipated was 44 per cent.

The less optimistic houses, the ones expecting their premium supplies to shrink, put the decrease as high as 90 per cent and as low as 8 per cent. The average for all of them was 34 per cent.

Some of the respondents were even more specific. One company said its supply of premium materials made of aluminum would be smaller by 100 per cent during the balance of the year. Another said its steel items would be down by 50 per cent.

Which items?

Until the end of March, less than 26 per cent of the premium houses had dropped items out of their lines because of shortages, while 74 per cent had not been compelled to take any such measures.

The 26 per cent which did discontinue some of their items said the products they had dropped represented, on the average, a shade less than 19 per cent of their dollar volume. For one company the items dropped amounted to as much as 75 per cent of their dollar volume, for another only 1 per cent.

The items which were dropped varied in kind but had, generally, some common materials among them. Aluminum, brass, tin and steel were the materials cited most often. Surprisingly, plastics were also mentioned frequently, but they were specific types of plastics much more affected than other kinds which, as another question revealed, are being turned to as substitutes.

Among the premium items mentioned as discontinued because of shortages were kitchen utensils, cutlery specialties, brass-tipped pencils, trays and ash trays made of the short materials, advertising electric clocks, metal housewares, aluminum giftware, pocket knives, all-brass flashlights, certain models of waffle irons, Lucite items and plastic gadgets.

It should be cautioned that while some companies have had to discontinue these items, the products are not necessarily off the market. Other companies, in different situations on materials, may still be able to supply them.

In coming months

A surprisingly small proportion of the premium houses, only 9 per cent, felt certain by the end of March that they would have to drop some of their items during the balance of the year, on account of shortages.

More than half the firms, 52 per cent, said they did not expect they would have to discontinue any of their premiums.

The balance of 39 per cent didn't know whether they would or wouldn't. Although shades of opinion were not reported, it is likely this 39 per cent includes a substantial number of companies more uncertain about the prospect than optimistic.

Which items did the 9 per cent expect they would have to drop? Very much the same kind of premiums which have already felt the brunt of the developing defense economy—metal products, especially aluminum, some plastic items and nickel and chrome trimmings.

Certain salt and pepper sets will be discontinued, a number
(Continued on page 38)

COFFEE AND TEA INDUSTRIES

1951 Coffee and Tea Premium BUYING GUIDE

This Buying Guide, prepared from information submitted for the purpose by the companies listed, carries forward this publication's 74-year tradition of service to the coffee and tea industries.

Use the Buying Guide in conjunction with the Premium Suppliers' Index, which follows it.

Check the Buying Guide for premium classifications in which you are interested. You will find, under each classification, names of companies supplying that type of premium.

For the address of any of these companies, look at the Suppliers' Index.

A listing in bold face type means the company has an advertisement in this issue. In most cases, you can find additional details about that premium in the advertisement.

If you need more information during the year about coffee and tea premiums, premium sources or premium problems, you are welcome to drop a line to the Premium Service Department, Coffee and Tea Industries, 106 Water Street, New York 5, N. Y.

ALBUMS

Camilla Lucas
Grossman Stamp Co., Inc.
The Party Line

APPLIANCES, ELECTRIC

Arvin Industries, Inc.
E. G. Bentley Co., Inc.
Chicago Electric Mfg. Co.
Dorby Co.
Howard Dunk
The Duralux Co.
The Enterprise Aluminum Co.
Fasco Industries
Finders Mfg. Co.
Dennis D. Glenn Co.
Leonard Heim & Louis Schwarz
Louis A. Landa
The Martin Co.
Nolen H. McCleary Co.
Sig. Morvay
National Die Casting Co.
National Stamping & Electrical Works
Milton S. Paris
Prevore Electric Mfg. Corp.
Regal Ware, Inc.
Rohde-Spencer Co.
Sibert & Co., Inc.

APRONS

Advertisers Mfg. Co.
Advertisers Specialty Products Co., Inc.
Artistic Apron House, Inc.
Blossom Mfg. Co.
Bernard M. Bunnin
Carolina Plastics Co.
Howard Dunk
Economy Novelty & Printing Co.
Erell Mfg. Co.
General Merchandise Supply Co.
Leonard Heim & Louis Schwarz
Emil B. Kraus & Sons
Harry S. Lafond Corp.
Texicote, Inc.
United Manufacturers, Inc.
Utility Apron Co.
Victoria Silk Press
W. Wells Woodward Co.

JUNE, 1951

BABY ITEMS

Advertisers Mfg. Co.
Advertisers Specialty Products Co., Inc.
Amerline, Inc.
Blossom Mfg. Co.
J. H. Chartoff
Dart Craftsman Corp.
Howard Dunk
Economy Novelty & Printing Co.
The Enterprise Aluminum Co.
Erell Mfg. Co.
Federal Enameling & Stamping Co.
Forrest Yarn Co.
General Merchandise Supply Co.
Emil B. Kraus & Sons
Harry S. Lafond Corp.
Dennis Mitchell Industries
Mornet, Inc.
Harold K. Oleet & Bros.
Phelps Mfg. Co.

BADGES, EMBLEMS

Green Duck Company

BALLOONS

Adprint Co., Div. Banco Corp., Ltd.
Advertisers Mfg. Co.
Advertisers Specialty Products Co., Inc.
Alfred Alterman
Elmar Products Co.
Leonard Heim & Louis Schwarz
Emil B. Kraus & Sons
The Oak Rubber Co.
The Pioneer Rubber Co.
The M. B. Rosen & Son Co.
Saltz Advertising Specialties
Toycraft Rubber Co.

BAR ACCESSORIES

The Art Neth Co.
Delsam Co.
Earl Products Co.
Featuristic Advertising Co.
Leo S. Koch
Norben, Inc.
Parker-Gaines

Saltz Advertising Specialties
Spir-it, Inc.

BASKETS

Hamilton Glass Co.
La Belle Mercantile Co.
Weinman Bros., Inc.

BICYCLES

Delta Electric Co.
King Mfg. Co.
Dennis Mitchell Industries
The Washburn Co.
The Westfield Mfg. Co.

BINDERS

Fontana Bros.

BLANKETS

Cannon Mills, Inc.
Economy Products Corp.
Faribault Woolen Mill Co.
Ben J. Korál
La Belle Mercantile Co.
Morgan-Jones, Inc.

BOOKS

American Colortype Co.
Bantam Books Co.
Container Corporation of America
Leonard Heim & Louis Schwarz
Louis A. Landa
Camilla Lucas
Wm. C. Popper & Co.
Premium Sales, Inc.
Redi-Record Products Co.
Simon & Schuster, Inc.

BRUSHES

Advertisers Specialty Products Co., Inc.
Leonard Heim & Louis Schwarz
H. Hertzberg & Son, Inc.
Howard Dustless Duster Co.
Kellogg Brush Mfg. Co.
Harry S. Lafond Corp.

Owens Brush Co.
Ox Fibre Brush Co.
Silver-Chamberlin Co.
W. Wells Woodward Co.

BULBS

Ahmco Products, Inc.
W. Atlee Burpee Co.
Frylink & Sons, Inc.
Germain's
United Manufacturers

CALENDARS

Adprint Co., Div. Banco Corp., Ltd.
Art Calendar Co.
Deltex Products Co.
Economy Novelty & Printing Co.
Featuristic Advertising Co.
Finch & McCullough

N. J. Freis Co.
Gottlieb Advertising
The Harrison Co., Inc.
Hausman Manufacturing & Sales Co.
Jarco Distributing Corp.
Kenneth John Co.
Henry L. Klingler
Emil B. Kraus & Sons
Oval & Koster
Perma-Ad
Cy Prisyon Co.
Saltz Advertising Specialties
Union Pencil Co., Inc.
John Wachner Mfg. Co., Inc.
The Wright Co.

CAN OPENERS

Advertisers Publishing Co.
Advertisers Specialty Products Co., Inc.

Alpha Co.
Amsteen-Palmquist Associates, Inc.
Earl Products Co.
Kenworth Mfg. Co.
The Martin Co.
National Die Casting Co.
Swing-A-Way Mfg. Co.
The Washburn Co.

CHINAWARE

E. G. Bentley Co.
The Cronin China Co.
The Hall China Co.
The Homer Laughlin China Co.
Quality Premium Distributors
Roart Co.
The Salem China Co.
The Taylor, Smith & Taylor Co.

CHRISTMAS ORNAMENTS, WRAPPINGS, CARDS

Adprint Co., Div. Banco Corp., Ltd.
Advertisers Publishing Co.
Advertisers' Specialty Products Co., Inc.
Art Calendar Co.
Eureka Specialty Printing Co.
General Merchandise Supply Co.
McKenzie Engraving Co.

CIGARETTE CASES

Superb Case Mfg. Co.

CIGARETTE LIGHTERS

Advertising Sales Aids
Advertisers' Specialty Products Co., Inc.
Alpha Co.
The Canterbury Silversmiths, Inc.
Gottlieb Advertising
Dennis D. Grenn Co.
Manny Gutterman & Associates
Ben J. Koral
Lektrolite Corp.
New York Pencil Co.
H. L. Philips Advertising Specialties
Polar Products Co.
Porter Carpet Sweeper Co.
Pres-A-Lite Corp.
The M. B. Rosen & Son Co.
The Words Co.
The Zell Products Corp.

CLEANING AIDS

The Art Neth Co.
Bostwick Laboratories, Inc.
Cadie Chemical Products, Inc.
Cannon Mills
Domestic Industries, Inc.
Forrest Yarn Co.
Hertzberg & Son, Inc.
Howard Dustless Duster Co.
The Korex Co.
The Norgene Mfg. Co.

CLOCKS, WATCHES

Beacon Plastic and Metal Products, Inc.
Howard Dunk
Dennis D. Grenn Co.
Manny Gutterman & Associates
Ben J. Koral
Louis A. Landa
Milton S. Paris
Tele-vision Clock Corp. of America

COFFEE AND TEA INDUSTRIES

STOCK COMIC BOOKS

3 1/4 x 7, 24 Pages, 4 Colors All Pages!

LESS THAN 1¢ EACH

IN 100,000 LOTS

18 POPULAR TITLES ALWAYS IN STOCK

- **SPECIAL BOOKS TO ORDER**
- **ASK FOR PRICES AND SAMPLES**
- **GOOD FOR ALL PREMIUM PURPOSES**

WM. C. POPPER & CO.

"Color Printers Since 1893"

148 LAFAYETTE ST.
TELETYPE NO. NY-1-400

NEW YORK 13, N. Y.
PHONE: CANAL 6-4450

CLOSET ACCESSORIES

Blossom Mfg. Co.
B-W Manufacturers, Inc.
David S. Choldin & Associates
Fabrico Mfg. Corp.
Harry S. La Fond Corp.
L. E. Mason Co.
National Die Casting Co.
Sibert & Co.

COASTERS

Amsteen-Palmquist Associates, Inc.
Beacon Plastics Corp.
The Benmatt Organization
The Canterbury Silversmiths, Inc.
J. H. Chartoff
Columbus Plastic Products, Inc.
Container Corporation of America
Hazel-Atlas Glass Co.
Lith-O-Ware Products, Inc.
Manhat Mfg. Co.
The Moses Brothers
Norborn Inc.
Nu-Dell Plastics Corp.

COFFEE DISPENSERS

The Art Neth Co.
Nolen H. McCleary Co.
Roy F. Tranger & Associates

COFFEE MAKERS

The Aluminum Cooking Utensil Co.
The E. G. Bentley Co., Inc.
The Buckeye Aluminum Co.
Continental Silver Co., Inc.
Corning Glass Works
The Duralux Co.
Federal Enameling & Stamping Co.
The Finders Mfg. Co.
Mardigan Corp.
Nolen H. McCleary Co.
National Stamping & Electric Works
The Vollrath Co.
West Bend Aluminum Co.

COFFEE MEASURES

Columbus Plastic Products, Inc.
Consolidated Molded Products Corp.
Emil B. Kraus & Sons
John Waehner Mfg. Co., Inc.
The Wright Co.

COINS

Bar-Kay, Inc.
The Belmont Stamping & Enameling Co.

COOKING, BAKING ACCESSORIES

(See also: Glassware, Plastic

Specialties, Woodenware)

Advertisers Mfg. Co.
The Aluminum Cooking Utensil Co.
Ballonoff Metal Products Co.
Chicago Metallic Mfg. Co.
Enterprise Aluminum Co., Inc.
The Moses Co.

COSMETICS

Curley Co., Inc.

JUNE, 1951

COSMETIC ACCESSORIES

Alladdin Laboratories, Inc.
Jarco Distributing Corp.
Lipette Co.
The Lorben Corp.
Mornet, Inc.
Process Company of America
Northeastern Plastics, Inc.
Sibert & Co.
Superb Case Mfg. Co.
The Zell Products Corp.

CUTLERY

Banner Merchandise Co.
S. E. Bennett Co.
E. G. Bentley Co., Inc.
The Burns Mfg. Co.
Camillus Cutlery Co.

Delsam Co.
Howard W. Dunk
Hausman Mfg. & Sales Co.
Charles P. Holland Co.
Imperial Knife Co., Inc.
Jarco Distributing Corp.
Henry L. Klingler
Louis A. Landa
The Majestic Silver Co.
The Moses Co.
Arthur M. Newhouse
Quality Premium Distributors
Simmons Slicing Knife Co.
Utica Cutlery Co.
Washington Forge, Inc.
Wells Woodward Co.

DESK ACCESSORIES

Finch & McCullough

EASY-FLO ALL-AUTOMATIC Electric PERCOLATOR

by *Regal*

IT'S TERRIFIC!
IT'S A COFFEE-
MAKING MARVEL!



It's a PERFECT Gift or Prize FOR YOUR SALESMEN

STARTS "perking" in
a jiffy

STOPS "perking" when
coffee is done

KEEPS coffee hot and
ready to drink

The "Easy-Flo" is completely automatic—brews 4, 6, or 8 cups of perfect coffee at a time. You simply put in the cold water and coffee—and connect the electric cord. It automatically starts brewing the coffee (any strength desired) . . . stops brewing when the coffee is done . . . and then keeps the coffee drinking hot. Exquisitely styled in glistening aluminum with no-slip black bakelite handle. Electric cord (included) and heating unit approved by Underwriters Laboratories.



Created by Regal

THE NAME TO WATCH

THE LINE TO BUY

REGAL WARE INC.

KENOSHA, WISCONSIN

11111 MERCHANDISE MART — CHICAGO

110 BROADWAY — NEW YORK

LISTO

The Marking Pencil that
writes on **EVERYTHING!**

tells your
ADVERTISING
STORY
1,000 TIMES
A DAY!



The "Pencil that writes on
EVERYTHING"...either regular or
de luxe style...is the outstanding
advertising specialty of today!

IMPRINTED with your
message, there isn't anything
you could give out to adver-
tise your firm that will be
used so often by so many peo-
ple! Every grocer, druggist,
hardware dealer, stationer,
shoe merchant; in fact, every
retailer, welcomes LISTO. For
it makes clear, strong
marks on metal, glass, wood,
plastics, oilcloth, cardboard,
linoleum, cellophane, frozen
food packages, rubber, etc.

LISTO MARKING PENCIL

This is the regular LISTO, with
extra heavy leads that don't
break...patented "Grip Type
Sleeve" that holds lead firmly
so it won't fall out! World's
most popular marking pencil!

LISTO DE LUXE PENCIL
Same as regular style but with
metal tips.

EXTRA-HEAVY LEADS
THAT DON'T BREAK
in many colors
Write for sample and
prices



LISTO PENCIL CORPORATION
Alameda, California

FLASHLIGHTS

Advertisers' Specialty Products Co.,
Inc.
Alfred Alterman
Alpha Co.
Brownie Mfg. Co.
W. C. Burroughs Co., Inc.
Delta Electric Co.
The Harrison Co., Inc.
Hausman Manufacturing & Sales Co.
Micro-Lite Co., Inc.
New York Pencil Co.
Niagara Searchlight Co.
Novo-Plas Mfg. Co., Inc.
H. L. Philips Advertising Specialties
Polar Products Co.
Secretary Pen Co.

FURNITURE, OCCASIONAL

Edwin B. Frank

GAMES

Beacon Plastic and Metal Products,
Inc.
Container Corp. of America

GLASSWARE

Advertising Sales Aids
Corning Glass Works
Dart Craftsman Corp.
Delsam Co.
Dunbar Glass Corp.
The Federal Glass Co.
Hazel-Atlas Glass Co.
The Jeannette Glass Co.
Nolen Corp.
Quality Premium Distributors
Stetson Chinaware

HANDBAG ACCESSORIES

Brownie Mfg. Co.
Calfo Co.
Enger-Kress Co.
Jarco Distributing Co.
Lith-O-Ware Products Co.
The Lorben Co.
Roart Co.
The Zell Products Corp.

HOME HARDWARE

Carvanite Products
Circle Metal Mfg. Co.
Earl Products Co.
Evans & Co.
Fasco Industries, Inc.
Greyshaw, Inc.
F. D. Kees Mfg. Co.
Ben J. Koral
Parker-Gaines
Phelps Mfg. Co.
Unsinger-AP Corp.
The Washburn Co.

IRONS

Chicago Electric Mfg. Co.
Dennis D. Grenn Co.
The Martin Co.
Nolen H. McCleary Co.

JEWELRY

Advertising Sales Aids
Brownie Mfg. Co.

Coro, Inc.
Howard W. Dunk
Dennis Grenn Co.
Manny Gutterman & Associates
Hickok Mfg. Co.
Charles P. Holland Co.
Ben J. Koral
Harry S. Lafond Corp.
Louis A. Landa
S. Markham Co.
Marvella Pearls, Inc.
Harold K. Oleet & Bros.
Rhode-Spencer Co.

KEY CASES

Advertisers Publishing Co.
Advertisers' Specialty Products Co.,
Inc.
Advertising Sales Aids
Artcraft Calendar Co.
Artistic Tip Printing Co.
Bayes Mfg. Co., Inc.
Economy Novelty & Printing Co.
Featuristic Advertising Co.
The Hagerstown Leather Co.
Hickok Mfg. Co.
Jarco Distributing Corp.
Landa Leather Products Co.
Joseph Lipic Pen Co.
Micro-Lite Co., Inc.
Novo Plastic Mfg. Co.
The M. B. Rosen & Son Co.
Secretary Pen Co.
John Waehner Mfg. Co.
The Wright Co.
The Zell Products Corp.

KITCHEN DEVICES

Advertisers Publishing Co.
Advertisers' Specialty Products Co.,
Inc.
Ahmco Products, Inc.
Amerline, Inc.
Bar-Kay, Inc.
Bellaire Enamel Co.
Blisscraft of Hollywood
B-W Mfg. Inc.
Carvanite Products
Circle Metal Mfg. Co.
Compton Stamping & Mfg. Co.
Deco Associates
Harold Everts Co.
Federal Enameling & Stamping
Flambeau Plastics Corp.
Forrest Yarn Co.
L. J. Horton Advertising Specialty Co.
Harry S. Lafond
L. E. Mason Co.
National Die Casting Co.
Arthur M. Newhouse
The Norgene Mfg. Co.
Nu-Dell Plastics Corp.
Phelps Mfg. Co.
Regal Ware, Inc.
Spir-it, Inc.
Superior Plastics, Div. Commonwealth
Plastics, Inc.
Roy F. Trauger & Associates
United Manufacturers
The Washburn Co.

KNIVES, POCKET, HUNTING

Advertisers Publishing Co.
Advertisers' Specialty Products Co.
Alpha Co.
Camillus Cutlery Co.
The Christy Co.

COFFEE AND TEA INDUSTRIES

Idealite, Inc.
Kenworth Mfg. Co.
Henry L. Klingler
Marble Arms & Mfg. Co.
H. L. Phillips Advertising Specialties
Cy Prisyon
Unsinger-AP Corp.
Utica Cutlery Co.
W. Wells Woodward Co.

LAMPS, LAMPSHADES

Amsteen-Palmquist Associates, Inc.
J. H. Chartoff
Dart Craftsman Corp.
Fortune Lamp Co.
Glasolier Co.
Industrial Studio, Inc.
Idealite, Inc.

Melrose Lamp & Shade Co., Inc.
Rex Electric Lamp Mfg. Co.
Roart Co.

LAUNDRY AIDS

Advertisers Mfg. Co.
Allied Industries, Inc.
Blossom Mfg. Co.
B-W Manufacturers, Inc.
Circle Metal Mfg. Co.
The Korex Co.
Dennis Mitchell Industries

LEATHER GOODS

Advertisers Publishing Co.
Advertising Sales Aids
Advertisers' Specialty Products Co., Inc.

Banner Merchandise Co.
Bayes Mfg. Co., Inc.
Brecher Bros., Inc.
Enger-Kress Co.
Featuristic Advertising Co.
Fontana Bros.
N. J. Freis Co.
General Merchandise Supply Co.
Dennis D. Grenn Co.
Manny Gutterman & Associates
The Hagerstown Leather Co.
Hickok Mfg. Co.
L. J. Horton Advertising Specialty Co.
Ben J. Koral
Emil B. Kraus & Sons
Landa Leather Products Co.
L-U-C-E Mfg. Co.
Mornet, Inc.
Milton S. Paris
The M. B. Rosen & Son Co.
Warren Leather Goods Co.
The Words Co.
The Zell Products Corp.

LINENS

Murray Harris
La Belle Mercantile Company
Neisler Mills
Nu-Textile Products Co.
John G. Quinby
The Wilkes-Barre Lace Mfg. Co.

LUGGAGE

Advertisers' Specialty Products Co., Inc.
Leo S. Kock
L-U-C-E Mfg. Co.
Pilgrim-Decorative-Linens, Inc.
Joseph B. Radke Sales Agency
Rohde-Spencer Co.
Warren Leather Goods Co.

MANICURE ITEMS

W. E. Bassett Co.
Griffon Cutlery Corp.
Mornet, Inc.

MENS WEAR

Hickok Mfg. Co.
Lektrolite Corp.
National Die Casting Co.
Arthur M. Newhouse
Victoria Silk Press

MIRRORS

Conroy-Prugh Glass Co.
Hamilton Glass Co.
Hollywood Neelock Co.

PENS, PENCILS

Advertisers Publishing Co.
Advertisers Sales Aids
Advertisers' Specialty Products Co., Inc.
Alpha Co.
American Ball Pen Corp.
R. L. Arnold Pen Co., Inc.
Artercraft Calendar Co.
Banner Merchandise Co.
S. E. Bennett Co.
Brownie Mfg. Co.
J. H. Chartoff
Howard Dunk

Nationally ~ Universally ~
Advertised ~ Famous ~

WEAR·EVER

"the coffee pots that
went to college",
are proud to be members

of the
**NAT'L RETAIL
TEA & COFFEE
MERCHANTS ASS'N.**



The Aluminum Cooking Utensil Co., New Kensington, Pa.

ATTENTION PREMIUM BUYERS

**WE CARRY A COMPLETE LINE OF BLANKETS, PILLOW CASES,
SHEETS, TURKISH TOWEL ENSEMBLES, NOVELTY BOXED GIFT
ITEMS AT SPECIAL PRICES FOR SPECIAL PROMOTIONS.**

LA BELLE MERCANTILE COMPANY
305 W. Adams Street
Chicago 6, Illinois



**A PREMIUM ITEM
THAT REALLY CLICKS!**

APRONS

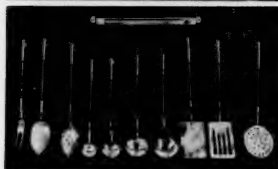
of Permanent Finish Organdy.
Trimmed with Guaranteed Fast Color.
80-Square Percale in Lovely Prints

Looking for a practical, appealing premium?
Sensationally low-priced? Tea-aprons will fit
your every need. Tea-aprons and bib-aprons
can be specially designed for your product.
Write for details, samples.

**ARTISTIC APRON
HOUSE, INC.**

140 W. 54th ST.
CHICAGO 9, ILL.

**OFFER
THE PRESTIGE PREMIUM
THAT'S IN DEMAND!**



**THE ONLY
ALL MIRROR FINISHED LINE
of Stainless Steel Kitchen Tools**

SEE IT — BOOTH 936

Atlantic City Housewares Show, July 9-14

Write for complete catalog, Dept. C. T.

**NATIONALLY ADVERTISED
PARKER-GAINES
Stainless Steel Kitchen Tools**

38-06 31st ST., L. I. CITY, N. Y.

Economy Novelty & Printing Co.
Elmar Products Co.
Flo-Ball Pen
N. J. Freis Co.
Gottlieb Advertising
The Harrison Co., Inc.
Hausman Mfg. & Sales Co.
Charles P. Holland Co.
Imperial Pen & Pencil Co.
Louis A. Landa
Lindy Pen Co., Inc.
Joseph Lipic Pen Co.
Listo Pencil Corp.
Monroe Mfg. Co.
New York Pencil Co.
Pencil Advertising Co.
Pencil Specialty Co., Inc.
The Pen-Rite Corp.
H. L. Phillips Advertising Specialties
Polar Products Co.
Practical Products of Providence
Cy Prision Co.
Rhode-Spencer Co.
Saltz Advertising Specialties
Secretary Pen Co.
The Stencil Co.
M. T. Steidl, Inc.
John Wachner Mfg. Co., Inc.
The Wright Co.

PICNIC AIDS

The Art Neth Co.
Blisscraft of Hollywood
The Buckeye Aluminum Co.
Carvanite Products
Columbus Products, Inc.
Earl Products Co.
Harold Everts
F. D. Kees Mfg. Co.
Ben J. Koral
Lektrolite Corp.
Mutual Plastic Mold Co.
Warren Leather Goods Co.
The Washburn Co.

PILLOWS

Economy Products Corp.
Murray Harris

PLASTIC SPECIALTIES

Advertisers' Publishing Co.
Advertisers' Specialty Products Co.,
Inc.
Advertising Sales Aids
Alfred Alterman
Amerline Inc.
The Art Neth Co.
Artistic Tip Printing
Associated Activities Inc.
Beacon Plastic and Metal Products
Inc.
Beacon Plastics Corp.
S. E. Bennett Co.
E. G. Bentley Co., Inc.
Blisscraft of Hollywood
The Bolta Co.
Burroughs Mfg. Corp.
Calfote Co., Inc.
Carolina Plastics Co.
Carvanite Products
David S. Choldin & Associates
Columbus Plastic Products, Inc.
Commonwealth Plastics, Inc.
Consolidated Molded Products Corp.
Dart Craftsman
Deco Associates

Deltex Products Co.
Bernard Edward Co.
Elmar Products Co.
Enger-Kress Co.
Erell Mfg. Co.
Evans & Co.
Fabriko, Inc.
Featuristic Advertising Co.
Flambeau Plastics Corp.
General Merchandise Supply Co.
H. Hertzberg & Son Inc.
L. I. Horton Advertising Specialty Co.
Kenneth John Co.
Henry L. Klingler
Emil B. Kraus & Sons
Lido Toy Corp.
Loma Plastics Inc.
The Moses Bros.
Mutual Plastic Mold Co.
Arthur M. Newhouse
The Norgene Mfg. Co.
Northeastern Plastics Inc.
Novo-Plas Mfg. Co., Inc.
Nu-Dell Plastics Corp.
Pencil Specialty Co., Inc.
The Pen-Rite Corp.
Phelps Mfg. Co.
H. L. Phillips Advertising Specialties
Plastic Film Products Corp.
Postamatic Co.
Process Co. of America
John G. Quimby, Inc.
Sibert & Co.
Spir-it, Inc.
M. T. Steidl, Inc.
Texicote, Inc.
Roy F. Trauger & Associates
Tupper Corp.
United Mfrs.
Van Norman Molding Co.
The Wright Co.

PLAYING CARDS, ACCESSORIES

Adprint Co., Div. Banco Corp., Ltd.
Loma Plastics Inc.

RADIOS, RECORD PLAYERS, TELEVISION, ACCESSORIES

Deco Associates
Kenworth Mfg. Co.
Fred H. Lewis Co.

ROBES, AUTO, STEAMER

Horner Woolen Mills Co.
Troy Blanket Mills

RUBBER HOUSEWARES

Alfred Alterman
R. L. Mitchell Rubber Co.
Sig Morvay
The Moses Bros.
Phelps Mfg. Co.
The Wooster Rubber Co.

RULERS, YARDSTICKS

Advertisers' Publishing Co.
Advertisers' Specialty Products Co.,
Inc.
Artistic Tip Printing Co.
The P. O. Cornelisen Co.
Danlo Mfg. Co.
Economy Novelty & Printing Co.
Evans & Co.
Featuristic Advertising Co.
The Harrison Co., Inc.

COFFEE AND TEA INDUSTRIES

Cy Prision Co.
The M. B. Rosen & Son Co.
Union Pencil Co., Inc.
John Wachner Mfg. Co., Inc.
W. Wells Woodward Co.
The Wright Co.

SCALES
(Bathroom, Baby, Household, etc.)

The Brearley Co.

SCISSORS, SHEARS

Griffon Cutlery Corp.
Murray Harris
Charles P. Holland Co.
Henry L. Klinger

SCRAPERS
(Window, Dish, Paint, etc.)

Federal Pro-check-tor Co.
L. J. Horton Advertising Specialty Co.
Phelps Mfg. Co.
M. T. Steidl, Inc.
Superior Plastics Division, Commonwealth Plastics Inc.

SERVICE CONSULTANT

Associated Activities Inc.
Spartan Co.

SEWING AIDS

Advertisers' Pub. Co.
Advertisers' Specialty Products Co., Inc.
Artistic Tip Printing Co.
W. C. Burroughs Co., Inc.
Elmar Products Co.
Evans & Co.
Jarco Distributing Corp.
Fred H. Lewis Co.
Manhat Mfg. Co.
Mornet, Inc.
Novo Plastic Mfg. Co.
Processs Co. of America
Unsinger-AP Corp.
U. S. Basket Co., Inc.

SHAVING ITEMS

Cannon Mills
Mornet, Inc.
Novo-Plas Mfg. Co., Inc.
Sibert & Co.
Roy F. Trauger & Associates

SHOPPING AIDS
(Bags, Baskets, Carts)

Advertisers' Mfg. Co.
Circle Metal Mfg. Co.
Dennis Mitchell Industries

SILVERWARE

The Canterbury Silversmiths, Inc.
Eastern Sales & Advertising Co.
Charles P. Holland Co.
The Majestic Silver Co.
Quality Premium Distributors
Roman Silversmiths, Inc.
Stetson China Co.
Utica Cutlery Co.

SPORTING GOODS

Amerline Inc.

Dennis Mitchell Industries
Fabrico Mfg. Corp.
Ben J. Koral
The Moses Brothers
Panef Mfg. Co., Inc.
Sibert & Co.
Union Hardware Co.
The Westfield Mfg. Co.

STAMPS, STAMP ALBUMS

H. E. Harris & Co.

STATIONERY SPECIALTIES

Advertisers' Pub. Co.
Advertising Sales Aids
Advertisers' Specialty Products Co., Inc.
American Colortype Co.
Amerline Inc.
Beacon Plastic and Metal Products, Inc.
Container Corp. of America
Eureka Specialty Printing Co.
Flo-Ball Pen Corp.
Kenneth John Co.
Ben J. Koral
New York Pencil Co.
Northeastern Plastics, Inc.
The Party Line
The Pen-Rite Corp.
Postamatic Co.

STATIONERY SPECIALTIES

Practical Products of Providence
Process Co. of America
Marcy F. Roderick Co.
Union Pencil Co., Inc.

TABLE ACCESSORIES

The Art Neth Co.
Bar-Kay, Inc.
Blisscraft of Hollywood
The Bolta Co.
The Canterbury Silversmiths Inc.
Dart Craftsman Corp.
Earl Products Co.
Munising Wood Products Co., Inc.
Mutual Plastic Mold Co.
Tupper Corp.
Wish Printed Advertising

TABLES

Edwin B. Frank
Leo S. Koch

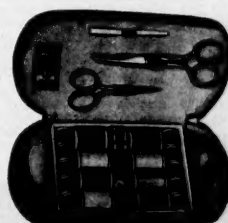
TEA POTS, TEA KETTLES

Amsteen-Plamquist Associates, Inc.
The Art Neth Co.
Corning Glass Works
The Hall China Co.
Hausman Mfg. & Sales Co.
Regal Ware, Inc.
Superior Plastics Div., Commonwealth Plastics, Inc.
Western Stoneware Co.

TELEVISION SETS—See: Radios, Thermometers, Barometers

Adprint Co., Div. Banco Corp.
Advertisers' Specialty Products Co., Inc.
Aircraft Calendar Co.
John L. Chaney Instrument Co.

Mornet
GIFTS FOR ALL THE FAMILY



MORNET, INC.

Factory and Showroom
30 West 26th St., New York 10, N. Y.

J. H. Chartoff
Deltex Products Co.
Evans & Co.
N. J. Freis Co.
Gottlieb Advertising
Manny Gutterman & Associates
The Harrison Co. Inc.
ManHat Mfg. Co.
New York Pencil Co.
T. W. O'Connell & Co.
Cy Prision Co.
The M. B. Rosen & Son Co.
Saltz Advertising Specialties
Union Pencil Co.
United Manufacturers
John Waehner Mfg. Co., Inc.

TOOLS, KITS

Amerline Inc.
Banner Merchandise Co.
Bayes Mfg. Co., Inc.
Joseph Lipic Pen Co.
L-U-C-E Mfg. Co.
Rosenberg Bros. & Co.
Unsinger-AP Corp.

TOYS

Adprint Co., Div. Banco Corp., Ltd.
Advertisers' Specialty Products Co., Inc.
Amerline Inc.
Austin Art Studios
Banner Merchandise Co.
Beacon Plastic and Metal Products, Inc.
Brownie Mfg. Co.
J. H. Chartoff
Elmar Products

Harold Everts Co.
Fisher-Price Toys, Inc.
General Merchandise Supply Co.
Greyshaw, Inc.
Manny Gutterman & Associates
Jacobson Co.
Lido Toy Corp.
Micro-Lite Co., Inc.
Oak Rubber Co.
Pioneer Rubber Co.
Plastic Innovations Inc.
Porter Carpet Sweeper Co.
Premium Sales, Inc.
Process Co. of America
Talking Devices Co.
The Tarrson Co.
The Toycraft Rubber Co.
The Westfield Mfg. Co.

TRAVEL AIDS

Advertising Sales Aids
Mornet, Inc.

TRAYS, ASH

Advertisers' Specialty Products Co., Inc.
Artercraft Calendar Co.
Artistic Tip Printing Co.
The Bolta Co.
The Canterbury Silversmiths Inc.
Carolina Plastics Co.
Chicago Metallic Mfg. Co.
Dart Craftsman Corp.
Economy Novelty & Printing Co.
The Federal Glass Co.
Gottlieb Advertising
Hazel-Atlas Glass Co.
Lith-O-Ware Products Inc.

Manhat Mfg. Co.
H. L. Phillips Advertising Specialties
Cy Prision
Process Co. of America
The Salem China Co.
Saltz Advertising Specialties
M. T. Steidle, Inc.
The Words Co.

TRAYS, SERVING

Beacon Plastic and Metal Products Inc.
Columbus Plastic Products, Inc.
Continental Silver Co., Inc.
Lith-O-Ware Products, Inc.
Nu-Dell Plastics Corp.
Pollak Industries Corp.
Roman Silversmiths, Inc.
Union Pencil Co.

TUMBLERS

Blisscraft of Hollywood
Columbus Plastic Products, Inc.
Corning Glass Works
Dunbar Glass Corp.
Elmar Products
Flambeau Plastics Corp.
Hazel-Atlas Glass Co.
Norben, Inc.
H. L. Phillips Advertising Specialties
Superior Plastics Division, Commonwealth Plastics, Inc.
Tupper Corp.
The Vollrath Co.

UTENSILS, COOKING

The Aluminum Cooking Utensil Co.
(Continued on page 32)



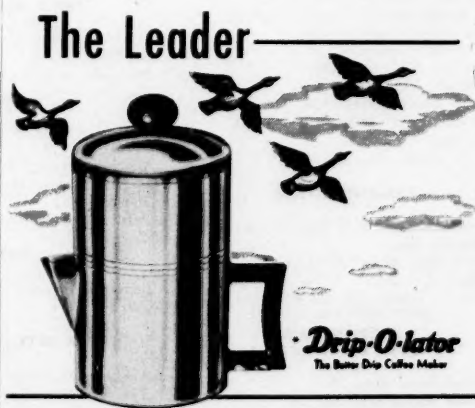
Vaculator
Reduces Breakage
UP TO 50%!

Just like getting one month's supply of bowls FREE every 2 months. You save 50% on glass breakage because only Vaculator gives you:

- SEMI-WIDE NECK to reduce chipping when filling or pouring
- TEAR DROP SHAPE to ease shocks
- RUBBER-CUSHIONED HANDLE to soften bumps
- UNIFORM GLASS no thick or thin spots
- HAND-TITE HANDLE easily changed in seconds
- PYREX brand GLASS tops for resisting heat

Thousands of restaurants and fountains favor Vaculator because they save on glass breakage . . . and they save on Vaculator's lower prices. Prove it to yourself.

Vaculator
311 N. DESPLAINES STREET
CHICAGO 4, U.S.A.



The Leader

Drip-O-lator
The Better Drip Coffee Maker

*Registered trade mark of The Enterprise Aluminum Co.

The acclaim of millions of housewives has placed the Genuine Drip-O-lator by Enterprise in the position of leadership. As a leader, the Drip-O-lator lives up to its name in "sparking" increased sales. It makes the ideal sales stimulating companion for any product.

THE ENTERPRISE ALUMINUM CO.

Massillon, Ohio

ONE OF THE WORLD'S LARGEST MANUFACTURERS OF ALUMINUM COOKING UTENSILS

COFFEE AND TEA INDUSTRIES

1951 Coffee and Tea Premium SUPPLIERS' INDEX

This Premium Suppliers' Index lists alphabetically names and addresses of companies in the Buying Guide. Like the Buying Guide, the Suppliers' Index is based on information submitted by the companies mentioned.

Names and addresses of premium advertisers in this issue are printed in capital letters. Reference to a company's ad-

vertisement will usually reveal considerable information about its premiums.

For answers to coffee and tea premium questions not available in the Buying Guide or the Suppliers' Index, write to the Premium Service Department, Coffee and Tea Industries, 106 Water Street, New York 5, N. Y.

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The Belmont Stamping & Enameling Co., New Philadelphia, Ohio.
The Bernatt Organization, 15 Merchandise Mart, Chicago.
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E. G. Bentley Co., Inc., 228 N. La Salle St., Chicago.
Berkley Mfg. Co., 2720 Archer Ave., Chicago.
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Bloom Products, 1133 Broadway, N.Y.C.
Blossom Mfg. Co., 915 Broadway, N.Y.C.
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Bostwick Laboratories, Inc., 706 Bostwick Ave., Bridgeport, Conn.
The Brearley Co., 2107 Kishwaukee St., Rockford, Ill.
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Bernard W. Bcmin, 305 W. Adams St., Chicago.
The Burns Mfg. Co., 1208 E. Water St., Syracuse, N.Y.

W. C. Burroughs Co., Inc., 80 Danbury Rd., Wilton, Conn.
Burroughs Mfg. Corp., 3841 Verdugo Rd., Los Angeles.
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Camillus Cutlery Co., Camillus, N.Y.
The Canterbury Silversmiths, Inc., 617 62nd St., Brooklyn, N.Y.
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The Cheney Mfg. Co., 950 Main St., Springfield, Ohio.
J. H. Charloft, 1186 Broadway, N.Y.C.
Chicago Electric Mfg. Co., 6333 W. 65th St., Chicago.
Chicago Metallic Mfg. Co., 3711 S. Ashland Ave., Chicago.
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The Christy Co., 905 Dickinson St., Fremont, Ohio.
Circle Metal Mfg. Co., 4300 E. Pacific Way, Los Angeles.
Columbus Plastic Products, Inc., 1625 W. Mound St., Columbus, Ohio.
Compton Stamping & Mfg. Co., 311 E. Pine Ave., Compton, Calif.
Conroy-Prugh Glass Co., 1430 Western Ave., Pittsburgh.
Consolidated Molded Products Corp., 309 Cherry St., Scranton, Pa.
Container Corp. of America, 38 S. Dearborn St., Chicago.
Continental Silver Co., Inc., 32-33rd St., Brooklyn, N.Y.
The P. D. Cornelisen Co., Green Bay, Wis.
Corning Glass Works, Corning, N.Y.
Core, Inc., 47 W. 34th St., N.Y.C.
Coronet Mfg. Co., Box 95, Yorkville, N.J.
The Crown China Co., Minerva, Ohio.
Curley Co., Inc., 1432 N. Randolph St., Philadelphia, Pa.
Danie Mfg. Co., 1301 N.E. 102nd Ave., Portland, Ore.
Dart Craftsman Corp., 240 Madison Ave., N.Y.C.
Deco Associates, 310 W. Washington, Chicago.
Delsam Co., P.O. Box 1827, Wilmington, Del.
Delta Electric Co., Marion, Ind.
Deltor Products Co., 496 Adelphi St., Brooklyn, N.Y.
Benj. Dembitz, 165 W. 26th St., N.Y.C.
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Doughboy Industries, Inc., New Richmond, Wis.
Dunbar Glass Corp., Dunbar, W. Va.
Howard W. Dunk, 45 W. 45th St., N.Y.C.
The Duralux Co., 770 Spruce St., Wooster, Ohio.
Earl Products Co., 701 N. Sangamon St., Chicago.
Eastern Sales & Advertising Co., P.O. Box 5731, Phila.
Economy Novelty & Printing Co., 225 W. 39th St., N.Y.C.
Economy Products Corp., 512 S. Peoria St., Chicago.
Bernard Edward Co., 5252 S. Kolmar Ave., Chicago.
Elmar Products Co., 15 W. 24th St., N.Y.C.
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Enger-Kress Co., West Bend, Wis.
Enterprise Aluminum Co., Massillon, Ohio.
Erell Mfg. Co., 805 Milwaukee Ave., Chicago.
Eureka Specialty Printing Co., Electric St., Scranton, Pa.
Evans & Co., 57 Brimford St., Newark, N.J.
The Everedy Co., Frederick, Md.
Harold Events Co., 200 5th Ave., N.Y.C.
Fabrice Mfg. Corp., 1714 W. Division, Chicago.

Fabrizio Inc., Green Lake, Wis.
Faribault Woolen Mill Co., Faribault, Minn.
Farco Industries, Inc., Rochester, N.Y.
Fasco Industries, Inc., Rochester, N.Y.C.
Featuristic Advertising Co., 20-2nd St., San Francisco.
Federal Enameling & Stamping Co., Box 626, Pittsburgh, Pa.
The Federal Glass Co., 515 E. Innis Ave., Columbus, Ohio.
Federal Pro-Check-Tor Co., 627 Grove St., Evanston, Ill.
Fee & Stenwedel, Inc., 2210 Wabansia, Chicago.
F. G. Ferguson & Associates, 6 N. Michigan Ave., Chicago.
Finch & McCullough, 80 S. LaSalle St., Aurora, Ill.
Finder Mfg. Co., 3669 S. Michigan Ave., Chicago.
Fisher-Price Toys Inc., 70 Church St., E. Aurora, N.Y.
Flambeau Plastics Corp., 501-7th St., Baraboo, Wis.
Flo-Ball Pen Corp., 16 E. 40th St., N.Y.C.
Fontana Bros., 48 E. 21st St., N.Y.C.
Forrest Yarn Co., 45 Scottdale Rd., Lansdowne, Pa.
Fortune Lamp Co., 20 Eckford St., Brooklyn, N.Y.
Frank & Son, Inc., 470 Fourth Ave., N.Y.C.
N. J. Freis Co., 4059 W. Washington Blvd., Los Angeles.
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Gormain's, 747 Terminal St., Los Angeles.
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Daanis-D-Green Co., 29 E. Madison St., Chicago.
Green Duck Co., 1520 W. Montana, Chicago.
Greyshaw, Inc., 508 Stewart Ave., S.W., Atlanta, Georgia.
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The Griffin Mfg. Co., 191 Lyndhurst St., Rochester, N.Y.
Grossman Stamp Co., Inc., 102 W. 42nd St., N.Y.C.
Manny Guterman & Associates, 100 N. La Salle St., Chicago.
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Imperial Pen & Pencil Co., Inc., 915 Broadway, N.Y.C.
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Jacobson Co., 2 Bond St., N.Y.C.
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 F. D. Kees Mfg. Co., 24 High St., Beatrice, Nebr.
 Kellogg Brush Mfg. Co., 187 Elm St., Westfield, Mass.
 Kenneth John Co., 3319 No. 35th St., Milwaukee, Wis.
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 Kerchiefs, Inc., 43 Leonard St., N.Y.C.
 King Mfg. Co., Box 350, Union City, Ind.
 Henry L. Klingler, 894 Bushwick Ave., Brooklyn, N.Y.
 Edwin M. Knowles China Co., Newell, W. Va.
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 Harry S. Laford Corp., 545 5th Ave., N.Y.C.
 Louis A. Landa, 7 W. Madison St., Chicago
 Landa Leather Products Co., 113 S. Jefferson St., Chicago
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 Lido Toy Corp., 781 E. 135th St., N.Y.C.
 Lindy Pen Co., Inc., 3103 Beverly Blvd., Los Angeles
 Lipette Co., 16 City Square, Boston
 Joseph Lipic Pen Co., 2200 Gravois, St. Louis, Mo.
 LISO PENCIL CORP., 2406 ALAMEDA, CALIF.
 Lith-O-Ware Products, Inc., 2450 S. Ashland Ave., Chicago
 Loma Plastics, Inc., 3000 W. Palford St., Fort Worth, Texas
 The Lorben Corp., 21 W. Cleveland St., Valley Stream, N.Y.
 Camilla Lucas, 36 W. 47th St., N.Y.C.
 L-U-C-E Manufacturing Co., 6300 St. John Ave., Kansas City, Mo.
 The Majestic Silver Co., 241 Wolcott St., New Haven, Conn.
 Manhat Mfg. Co., 513 Stetson St., Orange, N.J.
 S. Markman Co., 106 E. 19th St., N.Y.C.
 The Martin Co., 14-104 Merchandise Mart, Chicago.
 Marvella Pearls, Inc., 383 5th Ave., N.Y.C.
 L. E. Mason Co., 98 Business St., Boston
 Nolen H. McCleary Co., 1467 Mart Plaza, Chicago
 McKenzie Engraving Co., 185 Grant Ave., Islip, N.Y.
 Melrose Lamp & Shade Co., Inc., 18 E. 18th St., N.Y.C.
 W. F. Meyer & Sons, Inc., 1494 Merchandise Mart Plaza, Chicago
 Micro-Lite Co., Inc., 44 W. 18th St., N.Y.C.
 Dennis Mitchell Industries, 4424 Paul St., Philadelphia.
 R. L. Mitchell Rubber Co., 2130 San Fernando Rd., Los Angeles
 Monroe Mfg. Co., 69 Murray St., N.Y.C.
 Morgan-Jones, Inc., 58 Worth St., N.Y.C.
 MORNET, INC., 30 W. 26th St., N.Y.C.
 Sig Morway, 1150 Broadway, N.Y.C.
 The Moses Bros., 11 Merchandise Mart, Chicago
 Munising Wood Products Co., Inc., 666 Lake Shore Dr., Chicago
 Mutual Plastic Mold Co., 4719 Firestone Blvd., Southgate, Calif.
 National Die Casting Co., 3635 W. Touhy, Chicago
 National Pressure Cooker Co., Eau Claire, Wis.
 National Silver Co., 295 5th Ave., N.Y.C.
 National Stamping & Electric Works, 3250 W. Lake St., Chicago
 Neisler Mills Co., 40 Worth St., N.Y.C.
 Arthur M. Newhouse, 17 No. Wabash Ave., Chicago
 New York Pencil Co., 70 Fulton St., N.Y.C.
 Niagara Searchlight Co., Inc., 1328 Broadway, N.Y.C.
 Nolen Corp., 1467 Merchandise Mart, Chicago
 Norben, Inc., P.O. Box 1151, Indianapolis, Ind.
 The Norgene Mfg. Co., 2000 Elm St., N.W., Cleveland, Ohio
 North American Handkerchief Corp., 855 Ave. of Americas, N.Y.C.
 Northeastern Plastics, Inc., 588 Commonwealth Ave., Boston
 Nov-Plus Mfg. Co., Inc., 275 Front St., Brooklyn, N.Y.
 Nu-Dell Plastics Corp., 2250 N. Pulaski Rd., Chicago
 The Oak Rubber Co., Ravenna, Ohio
 T. W. O'Connell & Co., 3813 N. Ravenswood Ave., Chicago
 Harold K. Olet & Bros., 305 E. 47th St., N.Y.C.
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 Oval & Koster, 720 W. Washington St., Indianapolis, Ind.
 Owens Brush Co., 901 Buckingham St., Toledo, Ohio
 Ox Fibre Brush Co., Inc., Frederick, Md.
 Paneff Mfg. Co., Inc., P.O. Box 1910, Milwaukee, Wis.

Milton S. Paris, 308 W. Washington St., Chicago
 PARKER-GAINES, 38-06 - 31st ST., LONG ISLAND CITY, N.Y.
 The Party Line, 505 Fifth Ave., N.Y.C.
 Pencils Advertising Co., 1607-11 Wichita St., Dallas, Texas
 Pencil Specialty Co., Inc., 810 Monroe, Hoboken, N.J.
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 Perfect Products Co., P.O. Box 411, Beloit, Wis.
 Perma-Air, Box 283, N.Y.C.
 Phelps Mfg. Co., P.O. Dr. 1260, Terre Haute, Ind.
 H. L. Phillips Adv. Specialties, 202 Union Bldg., Cleveland, Ohio
 Henry Phillips, Barryton, Mich.
 Pilgrim-Decorative-Linens, Inc., 260 Fifth Ave., N.Y.C.
 The Pioneer Rubber Co., Willard, Ohio
 Plastic Film Products Corp., 60 S. Seiberling St., Akron, Ohio
 Plastic Innovations, Inc., 102 W. 101st St., N.Y.C.
 Polar Products Co., 43 John St., N.Y.C.
 Pollak Industries Corp., Escanaba, Mich.
 WM. C. POPPER & CO., 148 LAFAYETTE ST., N.Y.C.
 Porter Carpet Sweeper Co., Shelbyville, Ind.
 Postomatic Co., 1519 Belfield Ave., Philadelphia.
 Practical Products of Providence, P.O. Box 808, Providence, R.I.
 Premium Publications, 412 Greenwich St., N.Y.C.
 Premium Sales, Inc., 59 Pearl St., Brooklyn, N.Y.
 Pres-A-Life Sales Corp., 79 Madison Ave., N.Y.C.
 Prevore Electric Mfg. Corp., Fulton St. at Clinton Ave., Brooklyn, N.Y.
 Cy Prisoner Co., 1131 Coney Island Ave., Brooklyn.
 Process Co. of America, P.O. Box 3, Hollywood-in-Florida.
 Promotional Service, Inc., Wallingford, Conn.
 Quality Premium Distributors, 1309 Vine St., Phila. Quikuit, Inc., Fremont, Ohio
 John G. Quinby, Inc., 200 Madison Ave., N.Y.C.
 Joseph B. Radke Sales Agency, 1078 Merchandise Mart, Chicago
 Redi-Record Products Co., 598 Broadway, N.Y.C.
 REGAL WARE, INC., KEWASKUM, WIS.
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 Roart Co., 830 Monroe St., Hoboken, N.J.
 Marcy F. Roderick Co., 3312 Lancaster Ave., Philadelphia.
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 Rosenberg Bros. & Co., 625 W. 55th St., N.Y.C.
 Russel Advertising Co., 1018 Pershing Ave., Davenport, Iowa
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 Salt Advertising Specialties, 1339 Folsom St., San Francisco
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 Silver-Chamberlin Co., Clayton, N.J.
 Simmons Slicing Knife Co., 1110 Emerson St., Evanston, Ill.
 Simon & Schuster, Inc., 200 5th Ave., N.Y.C.
 The Stencil Co., Orange, Mass.
 Spartan Co., 1163 Merchandise Mart, Chicago
 Spir-It, Inc., 115 Center St., Malden, Mass.
 M. T. Steidl, Inc., Box 1663, Fargo, N. Dakota
 Stetson China Co., Lincoln, Ill.
 Superior Case Mfg. Co., 50 Tobey St., Providence, R.I.
 Superior Plastics Div., Commonwealth Plastics, Inc., 414 N. Oakley Blvd., Chicago
 Swing-A-Way Mfg. Co., 4100 Beck Ave., St. Louis, Mo.
 Tailing Devices Co., 4447 Irving Park Rd., Chicago
 The Tarron Co., 540 Lake Shore Dr., Chicago
 The Taylor, Smith & Taylor Co., E. Liverpool, Ohio
 Tele-Vision Clock Corp. of America, 7249 Frankstown Ave., Pittsburgh, Pa.
 Texicote, Inc., 545 Broadway, N.Y.C.
 The Toycraft Rubber Co., 214 E. 7th St., Ashland, Ohio
 Roy E. Trauger & Associates, 3612 Southport Ave., Chicago
 Troy Blanket Mills, 16 E. 34th St., N.Y.C.
 Tupper Corp., Farmusville, Mass.
 Union Hardware Co., 535 Nigean Ave., Torrington, Conn.
 Union Pencil Co., Inc., 385 Broadway, N.Y.C.
 United Mfrs., Inc., 274 Madison Ave., N.Y.C.
 U.S. Basket Co., Inc., 40 E. 20th St., N.Y.C.
 Unsinger-AP Corp., 1801 Spielbusch Ave., Toledo, Ohio
 Utica Cutlery Co., Utica, N.Y.
 Utility Apron Co., 53 W. Jackson Blvd., Chicago
 Van Norman Molding Co., 4631 Cottage Grove Ave., Chicago
 The Vollrath Co., 1236 N. 18th St., Sheboygan, Wis.

John Waeher Mfg. Co., Inc., 300 Irving Ave., Brooklyn, N.Y.
 R. Wallace & Sons Mfg. Co., Wallingford, Conn.
 Warren Leather Goods Co., 86 Austin St., Worcester, Mass.
 The Washburn Co., Worcester, Mass.
 Washington Forge, Inc., 230 Fifth Ave., N.Y.C.
 The Watt Pottery Co., Crooksville, Ohio
 Weinman Bros., Inc., 5260 W. Grand Ave., Chicago
 West Bend Aluminum Co., West Bend, Wis.
 Western Stoneware Co., Monmouth, Ill.
 The Westfield Mfg. Co., Westfield, Mass.
 The Wilkes-Barre Lace Mfg., 21 E. 26th St., N.Y.C.
 Wish Printed Advertising, 769 Venice Blvd., Los Angeles
 W. Wells Woodward Co., 106 Empire Bldg., P.O. Box 13, Knoxville, Tenn.
 The Wooster Rubber Co., Wooster, Ohio
 The Words Co., Coal Exchange Bldg., Scranton, Pa.
 The Wright Co., 218 E. Washington St., Syracuse, N.Y.
 Year, 11833 Wilshire Blvd., Los Angeles
 The Zell Products Corp., 280 Main St., Norwalk, Conn.

BUYING GUIDE

(Continued from page 30)

Amsteen-Plamquist Associates, Inc.
 Bellaire Enamel Co.
 The Belmont Stamping & Enameling Co.
 The Buckeye Aluminum Co.
 Chicago Metallic Mfg. Co.
 Corning Glass Works.
 Dorby Company
 Earl Products Co.
 The Enterprise Aluminum Co.
 The Eveready Co.
 Harold Everts Co.
 Federal Enameling & Stamping Co.
 N. J. Freis Co.
 F. D. Kees Mfg. Co.
 Ben J. Koral
 Mardigan Corp.
 L. S. Mason Co.
 Sig Morway
 The Moses Bros.
 National Pressure Cooker Co.
 Parker-Gaines
 Milton S. Paris
 Regal Ware, Inc.
 The Vollrath Co.
 W. Wells Woodward Co.
 Western Stoneware Co.

VASES, PITCHERS

The Benmatt Organization
 Blisscraft of Hollywood
 The Bolta Co.
 The Delsam Co.
 Dunbar Glass Corp.
 Roman Silversmiths Inc.
 Tupper Corp.
 The Watt Pottery Co.

WALL DECORATIONS

Deltex Products Co.
 Manhat Mfg. Co.
 Nu-Dell Plastics Corp.
 Arthur M. Newhouse
 Superior Plastics Division, Commonwealth Plastics, Inc.

WOODENWARE

E. G. Bentley Co., Inc.
 The Benmatt Organization
 Leo S. Koch
 Manhat Mfg. Co.
 Munising Wood Products Co., Inc.
 Pollak Industries Corp.

COFFEE AND TEA INDUSTRIES

Packers' premium budgets

(Continued from page 20)

dish cloths, tea strainers, coffee dispensers, plastic scoops and rubber housewares.

Sheets, towels and pillow cases were popular premiums among the coffee and tea houses. Some firms even offered silverware, lamps, chenille spreads, clocks, various kinds of cotton goods, brush sets, blankets, rugs and such personal items as nylon hose.

To help the housewife in her chores, coffee and tea firms also offered as premiums irons, ironing boards and ironing board pads and covers.

Among other premiums offered were bath scales, plastic letter openers, seeds, billfolds and playing cards.

As for the balance of the year, a substantial proportion—over 42 per cent—planned to continue offering the same premiums. This was particularly true, of course, of firms running continuity deals and also of wagon route operators. Many of the latter, however, noted that they were open to new items which looked good—a point which was also made by some of the other distributors.

One respondent said he would add "any hot number I see advertised not to cost more than \$6.00 wholesale." Another declared he was particularly receptive to additional household items in the \$3.00 to \$5.00 range.

A wagon route operator specified that in addition to his regular line he would carry one special every two weeks in the \$0.75 to \$1.98 class.

In general, the items listed as the ones the distributors were planning to offer during the balance of the year were the same as the ones that had already been offered, with one

significant difference. Fewer aluminumware products were under consideration. At the same time, strangely enough, more electrical appliances were being considered—for example, electric toasters.

Other items which will be offered in the months to come include cameras, thermos jugs and dolls. A decided increase in plastic premiums will also be evident.

The premium methods used by coffee and tea packers ranged the full gamut. However, apart from wagon route operators, who follow techniques of their own, distributors used the self-liquidating offer more often than any other.

Many of the coffee and tea packers use more than one method, some of them employing as many as three or four, often simultaneously.

Self-liquidating premium offers were run by 42 per cent of the packers, combination offers by 28 per cent, give-away offers by 24 per cent and continuity deals by 16 per cent.

As for delivery of the premium to the customer, most coffee and tea packers either sent the item by mail or arranged for it to be handed to the housewife by the grocer. Mail delivery, used by 37 per cent of the respondents, led delivery via the merchant by the slight margin of 1 per cent.

Delivery of the premium with the package itself—either inside the container or attached to it—has become somewhat more popular. About 16 per cent of the respondents said they used this method, as compared to 13 per cent in the survey the year before.

Coffee measures, which lend themselves to being bound to the outside of a coffee container, were a frequent item in this type of delivery.

In addition to these three methods—mail, store and

(Continued on page 38)

COFFEE

Private Label Blending — Roasting — Packing

- Vacuum Tins or Jars
- 1-lb. Paper or Pliofilm Bags
- 3-oz. Restaurant Packs

We can meet your own particular need . . . or furnish a complete service from start to finish . . . supplying Green coffee, roasting to **your** specifications, blending to **your** standard, packing under **your** label.

. . . send samples of your coffee—we will match it and quote prices . . .

EPPENS, SMITH CO., INC.

Borden Avenue and 21st Street, Long Island City 1, N. Y.

Telephone: STillwell 4-9320

BALTIMORE: 125 Lombard St., PHILADELPHIA: 55 S. Front St.
BOSTON: 156 State Street NEW YORK: 100 Front St.

Home service men see record meet

Problems in wagon route operation arising from the increasingly rapid shift to a defense economy will be in the forefront of the discussions at the 36th annual convention of the National Retail Tea and Coffee Merchants Association.

The convention is being held June 17th through June 21st at the Edgewater Beach Hotel, Chicago.

With advance registrations topping all previous years, NRTCMA officials are expecting this year's convention to draw a record attendance.

As in previous years, home service coffee and tea merchants attending the convention will have an opportunity to examine, at a concurrent exposition, premium items available to them.

There will be 131 exhibits of such merchandise at the convention, according to NRTCMA Secretary-Manager Oliver J. Corbett, and all available space for the show has been sold.

These exhibits, as well as the business sessions, will reflect the impact of the current crisis. Against the probability that the manufacture of goods for consumer use will be increasingly curtailed in the period ahead, the association made arrangements to increase the number of associate, or supplier, members, and to widen the range of merchandise they will exhibit.

Alternate selections

Consequently, although some of the tried and true items may be in short supply, wagon route operators will find alternative selections at the exhibits, the organization assured its members.

The pressure of the defense program is undoubtedly one of the reasons for the expected record attendance at the convention. Wagon route operation, as much as any other industry, has been strongly affected by the national developments, and will be even more affected in the period to come.

Following the pattern of the previous two years, the 36th convention will utilize panel, or group, discussions to bring to light the ideas and experiences of the greatest possible number of routemen.

On two days the business sessions will be divided into groups of 25 members each, headed by a moderator. In each group, subjects will be introduced spontaneously and will be discussed by those present with complete informality.

Highlights of each of the group sessions will be brought to the general assembly on the last day of the convention.

Moderators of the group meetings will include NRTCMA

President Edward E. Ornstein, of the Cook Coffee Co., Cleveland, and John S. Creamer, NRTCMA first vice president, head of Trico, Inc., Birmingham, Alabama.

Association executives expect this kind of "grass roots" discussion will permit effective pooling of the best thinking in the industry and allow solid, long range planning to meet government demands and possible future emergencies.

Key speakers

In addition to Mr. Ornstein and Mr. Creamer, the convention program calls for such key speakers as Dr. Harlan Tarbell, Chicago; Paul Quigg, Richmond Baking Co., Richmond, Indiana; Joseph T. King, Washington, D. C., counsel for NRTCMA; John K. Davenport, of the Grand Union Co., New York City, a director of the association; Robert F. Carey, the organization's general counsel; and William A. Gerbosi, of the Jewel Tea Co., Barrington, Ill., who is NRTCMA's second vice president.

Mr. Davenport, Grand Union's vice president in charge of the route division, recently represented NRTCMA at the annual meeting of the Chamber of Commerce of the United States.

Mr. King will help interpret government regulation for the benefit of the wagon route operators.

President Ornstein warned the membership recently that the current crisis will continue for an indefinite period and pointed out that the convention offers an opportunity for the industry to prepare for future demands on its resources.

"I think that anyone who believes that coffee prices are going to swing back to prewar levels in the immediate future is indulging in mere wishful thinking," Mr. Ornstein said. "As is the person who believes that the necessity for governmental controls will be short lived or that we will shortly be able to find all types of merchandise that we wish to sell easily procurable. In other words, I believe that we as an industry must realize that we face an indefinite period of critical times and that we should prepare for it."

Directors

On NRTCMA's board of directors for the 1950-51 term, are John V. Gardner, C. E. Swanson, J. K. Davenport and L. H. Reese; for 1950-52, George Hellick, Jr., Royal E. Ashland, Stanley Burdick and Jack Peterson; for 1950-53, Robert W. Monday, Glenn S. Sandell, Clarence A. Frankenberg, who was president last year, and Melvin Markson.

Comprising the association's executive committee are Mr. Davenport, Mr. Sandell, Mr. Hellick, Jr., Mr. Monday, Mr. Frankenberg, Mr. Burdick and Mr. Peterson.



Creamer, 1st v.p.



Gerbosi, 2nd v.p.



Corbett, sec'y-manager



Frankenberg, director

COFFEE AND TEA INDUSTRIES

Edgewater Beach Hotel
scene of 1951 Conven-
tion, NRT&CMA



GREETINGS

to the 1951 Convention

National Retail Tea & Coffee Merchants' Association

American Merchandise Distributors Sole Distributors Arthur Beck Products 173 W. Madison St., Chicago 2	Borg Erickson Corp. Borg Scales 469 East Ohio St., Chicago, 11	Club Aluminum Products Company Club Glass coffee makers 1250 Fullerton Ave., Chicago 14, Ill.
Artistic Apron House, Inc. Aprons 140 West 54th St., Chicago 9	Burpee Company Burpee Automatic French Fryer 128 West Liberty St., Barrington, Ill.	Coffee Corporation of America Importers and Roasters of private labels 4401 South Western Ave., Chicago
Banner Merchandise Co. Distributors premium housewares—cutlery 145 S. Wells St., Chicago	Cameo Corporation Cameo Copper Cleaner Cleansors and Dispensers 4600 South Tripp Ave., Chicago	Consumer Products Sales, Inc. General Mills Appliances International Silver North Star Blankets 3830 Sheffield Ave., Chicago 13
Bar-Kay, Inc. Table Mats, Hot Pads, Cake Decorators Box 447, Evanston, Ill.	Claire Mfg. Co. Spice Air Deodorant 7640 Vincennes Ave., Chicago 20	Continental Can Company Mfrs. Tin Containers 100 East 42nd St., New York City 17
Benmatt Organization, Inc. Mfrs. Clamp-It Extension cords 15-112 Merchandise Mart, Chicago 54	Cleanser Products, Inc. Cleanser Pads 7025 West 66th Pl., Chicago 38, Ill.	WELCOME TO THE Home Service Trade Cory Corporation 221 North LaSalle St. Chicago 1, Ill.

BEST WISHES

36th Annual Meeting

"The Wagon Route Operators"

Chicago, June 17-21, 1951

Bernard Edward Co. Mfrs. Plastic Housewares and Planters 5252 S. Kolmar Ave., Chicago, Ill.	Forrest Yarn Co. ANGUS MILL PRODUCTS 45 W. Scottdale Rd., Lansdowne, Pa.	Joseph Hagn Company Premiums for the Home Service Trade Send for New Catalog 217 West Madison St., Chicago 6
The Enterprise Aluminum Company Outstanding Premiums For Home Service Trade Massillon, Ohio	Gaylord Container Corp. Boxes — Board — Cartons Bags — Paper General Offices: St. Louis 2, Mo.	Ideal Toy Corporation Successor Ideal Novelty & Toy Corp. Merchandise Mart, Chicago 54
Excello, Ltd. Cotton and Plastic Household Goods 311 No. Des Plaines St., Chicago 6	G. A. Goodrich Co. Arie—Fresh Air Freshener 4139 West Grand Ave., Chicago 51	Kitchen Art Foods, Inc. Wife Saver — Baking Mixes 2320 No. Damen Ave., Chicago 47
J. G. Ferguson & Associates Complete list of reference hobby—juvenile books 6 N. Michigan Ave., Chicago 2	B. F. Gump Co. Coffee Plant Equipment 1325 So. Cicero Ave. Chicago 50, Ill.	Leeds China Co. Specialties for the Home Service trade 2715 Archer Ave., Chicago 8

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Serving the Home Service Trade
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Zion Industries, Inc.

Quality Candies and Cookies for
Home Service Trade
Zion, Illinois



Premiums will be available

(Continued from page 22)

ber of kitchen utensils, metal ferrules on wood pencils will be replaced in one instance by plastic, one company will drop nickel and chrome frames for mirrors, some models of waffle irons will be suspended by another.

The premium industry is already proving its flexibility in the current crisis. Of the companies which did discontinue premium items, more than 48 per cent have been able to add new items, using less critical materials. The balance, less than 52 per cent, said they had not been able to do this.

The materials these companies turned to were plastic, paper, wood, ceramics and leather.

Here are some of the items already filling gaps left by defense casualties: screwdriver pencils, plastic pencils, desk items with plastic replacing hardboard, woodenware, pottery, books, signs, plastic flashlights, plastic pens, plastic housewares, beauty mitts, floor mops, plastic figurines, purse kits, sport shirts, playing cards, plastic-handled pocket knives, wallets. This is not, by any means, a complete list.

During the early part of the year, American business made greater use of the premium method of promotion than the year before, and more than half the premium houses look for this improvement to continue during the balance of the year.

A fraction over 56 per cent of the survey respondents said demand for their premium items so far this year, compared to last year, had gone up. Less than 38 per cent reported that demand had been at about the same level, while 6 per cent reported a falling off in demand.

Most premium houses, 57 per cent, looked for demand to

go up during the balance of the year. About 29 per cent said they didn't know how demand would go. Another 11 per cent felt their demand would stay the same. A decrease in demand was expected by only 3 per cent.

On the basis of these survey returns, coffee and tea packers can proceed with great confidence to make plans for premium promotions in the months ahead.

Certain premiums, as indicated by this report, will not be available, and some companies may withdraw substantially from the premium field. But other premiums, made of materials utilizing less critical materials, are already filling the gap.

Packers' premium budgets

(Continued from page 33)

attached-to-the-package—premiums were delivered in other ways.

In some instances, the premiums, designed for the grocer rather than the consumer, were delivered right to the stores. In other cases, premiums for the hotel or restaurant operator were included with the coffee or tea shipments.

Other methods included a redemption station and delivery of the premium at the plant to customers who dropped in for that purpose.

Wagon route operators, of course, deliver their premiums right to the home.

Most coffee and tea distributors, including the wagon route operators, this year are budgeting the same percentage of gross sales for premiums as last year. A little over 68 per cent of the respondents who answered this question said

(Continued on page 53)

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Director-Superintendent: Ulysses Ferreira Guimaraes

Attorney: Lamartine Ferreira de Albuquerque

European market, U. S. price controls, producer minimums on Federacion Assembly agenda

Ways to increase the Latin American coffee market in Europe, price control in the United States and producer minimums were among the items on the agenda of the Fifth General Ordinary Assembly of the Federacion Cafetalera Centro-America—Mexico—El Caribe, held last month in San Cristobal, Dominican Republic.

Other topics scheduled for discussion were agricultural credit as it affects the coffee industry, the European markets, project for having sales of coffee abroad made in kilograms instead of Spanish pounds, stabilization of remunerative prices for coffee, standardization of calculation for determining cost of production, improvement of the quality of the product to obtain remunerative prices and increase of production to meet consumption needs.

Coincident with the General Assembly of the coffee federation, its Fourth Technical Conference also will be held. The purpose of the technical meeting will be that of maintaining and perfecting the official classification of coffee of the member countries approved at the conference held in Costa Rica in June, 1946.

W. Graham Stacy joins The Harrison Co. to coordinate sales; production activities

W. Graham Stacy has joined The Harrison Co., New York City roasters and manufacturers of soluble coffee.

During the last four years, Mr. Stacy was affiliated with the William S. Scull Co. in the purchasing and merchandising departments. Prior to 1946, he was connected with the Joint Coffee Promotion Committee. During the war years, Mr. Stacy was employed by the War Production Board and the War Food Administration.

The Harrison Co. is currently expanding its processing capacity and sales. Mr. Stacy will assist in the development of new markets and will coordinate the sales and production activities.

A native of Washington, D. C., he attended Benjamin Franklin University and the University of Maryland.

Anton G. Jedlicka back in U.S. —but still as a coffee specialist

Anton G. Jedlicka is back in the United States after six years in Europe.

Mr. Jedlicka was for four years a coffee consultant for the Office of Chief Quartermaster, European Command.

He is now a production specialist in coffee roasting with the Field Service Division, Depot Operations Branch, Office of the Quartermaster General, in Washington, D. C.

He is hoping, now that he is back in the United States, that he will meet many of his former acquaintances in the coffee trade when they come to Washington, or at industry conventions in the future.

JUNE, 1951

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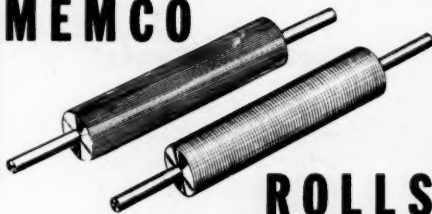
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Cup Brew Coffee Bags like these are made with saran film, product of The Dow Chemical Co. John Sexton & Co., Chicago, and the Spray Coffee & Spice Co., Denver, are among packers marketing the bags.

Reports retail sales for Cup Brew Coffee Bags top "all expectations"

Individual coffee bags will soon begin improving the taste of the greatest coffee-drinking nation in the world. That was the prediction made by Norman Gross, president of the Cup Brew Coffee Bag Co., Denver, following the successful month-long marketing test of the new bags in the Rocky Mountain area by the Spray Coffee and Spice Co.

Introduction of the revolutionary new tasteless, non-woven individual coffee bag, packaged in the roaster's own plant, was reported by Coffee and Tea Industries in April.

Norman Wagner, Spray's sales manager, said retail sales of the new individual Cup Brew Coffee Bags have "exceeded all expectations" since being launched in the Rocky Mountain area on April 1st. The introduction has been accompanied by a sizeable advertising campaign.

According to Mr. Wagner, the new package has greatly increased Spray's total number of retail outlets—-independent groceries, super markets and food specialty shops. The increase in Spray's total coffee sales for April also far exceeded the gain accounted for by the individual bags themselves.

Mr. Wagner is particularly happy about the way grocers have backed the new Spray product. Because of an extraordinarily good profit margin and excellent consumer acceptance, grocers are displaying the new package effectively in a variety of ways—in island displays, in shopping baskets, on racks and on checkout stands, he reports.

The Spray company is presently packaging 12 individual bags in a hermetically-sealed transparent plastic envelope. The item is ideal, however, for packaging in vacuum sealed jars or tins, it was pointed out.

Mindful of the success of tea in individual bags, some of the nation's outstanding roasters have recently visited Denver to witness the Spray campaign.

Officials of the patent-controlling Cup Brew Coffee Bag Co. revealed they are now in the process of licensing a limited number of roasters and packers of quality coffee in other major market areas.

Because of temporary quantity limitations on the patented fabric used in the bags, however, only one license can be granted in each major area at the present time, they said.

COFFEE AND TEA INDUSTRIES

Out of the Grinder

Coffee and tea premium offers seem to lure characters who try to use them to make some easy money.

Three men have been arrested in Brooklyn, N. Y., charged with trying to make a good thing, for themselves, out of the huge coupon card mailing by Seeman Bros. to millions of New York metropolitan area families.

The coupon cards, each of which had a redemption value of 21 cents, offered housewives a box of 16 White Rose Tea Bags with the purchase of a pound of White Rose Coffee.

A mailman who has been a letter carrier for 22 years was charged with stealing thousands of the coupons cards. He sold them for eight cents each to a confederate, it is alleged, and the confederate sold them to a third man for an additional penny. The third man then sold the cards to grocers for 13 cents, and the grocers were supposed to turn them in to Seeman for 21 cents.

The dairy industry may be deeply affected by the use of a new product, concentrated whole milk, for coffee cream, the *Industrial Bulletin* of Arthur D. Little, Inc., Cambridge, Mass., reports.

Concentrated milk is fresh fluid milk with most of the water removed by low-temperature, high-vacuum evaporation, and is the consistency of light cream. It is pasteurized and homogenized, and may be fortified with vitamin D. All the nutrients of fresh milk are retained. To reconstitute it, the consumer adds two parts of cold tap water to one part of the concentrated milk.

Use of the new product in its undiluted form as a coffee cream, or with one part water for cereal or fruit, may have the greatest effect on the milk industry. Milk companies believe that consumers are buying concentrated milk instead of evaporated milk for this purpose because they prefer the flavor. If concentrated milk is substituted for fluid cream to any great extent, the practice will benefit local milk producers and cut into the sales of cream from the Midwest.

Although sales of concentrate are still unimportant over-all, advertising campaigns, demonstrations, and public curiosity have stimulated large initial sales where the product has been introduced. In one test market, high sales were reported in the first week, but dropped the next week. A gradual build-up has taken place since, with half the total estimated as repeat orders.

Coffee and tea packers are finding they've got to know about a lot of regulations these days. In addition to the price rulings, materials regulations affecting equipment repair and replacement are now in the picture.

To understand the materials end better, you might write the National Production Authority, U. S. Department of Commerce, for some useful booklets.

One is a simplified explanation of the

need, purpose and operations of the Controlled Materials Plan. It's called "ABC's of CMP".

You'll also want the Product Assignment Directory and Official CMP Class B Product List. You'll find listed in it, for example, coffee makers, mills, percolators and urns.

Talking of prices, there's the Associated Press dispatch from Belgrade, Yugoslavia, reporting that green coffee turned up in state-operated stores tagged—hold your breath—at \$25 a pound!

Chicago police recently found \$14,220 worth of hijacked coffee in garage owned by a man who is a partner in a dairy and food locker company.

He said he didn't know the coffee was stolen. Some one named Joe, he claimed, told him the coffee was "salvaged merchandise" and it was being stored in his garage pending a deal.

Dr. M. M. Null, of Idyllwild, California, is 78 and retired. But he demonstrated recently that he's still able to cope with an emergency.

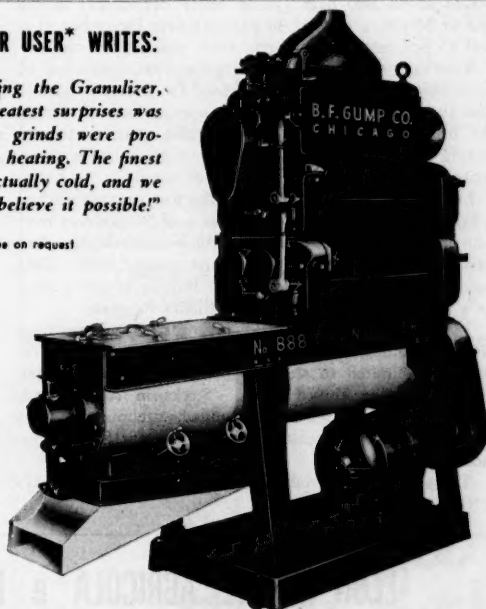
Awakened in the night by a strange lightness, he saw his roof was ablaze. He called the fire department, then started squirting with a garden hose. When firemen drove up, the doctor calmly turned off hose and went into the kitchen.

While the roof burned, he set up a coffee station. Fire fighters said it was the coziest setup they'd ever encountered.

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U. S. coffee roastings, imports, stocks up sharply in first quarter of 1951

Inventories of green coffee in the United States on March 31, 1951, amounted to 3,355,000 bags, according to the results of the recent coffee survey conducted by the Bureau of the Census in cooperation with the Department of Agriculture, Production and Marketing Administration.

This amount represented an increase of 14 per cent over the December 31st, 1950, level but a drop of 14 per cent below stocks on hand March 31st a year ago.

Stocks of roasted coffee in the hands of roasters were placed at 687,000 bags (green coffee equivalent) at the end of March, a gain of 30 per cent over December 31st, and 15 per cent above March, 1950, roasted inventories.

Roastings during the first quarter 1951 amounted to 5,216,000 bags, up 14 per cent over the previous quarter and 19 per cent greater than the amount roasted during the first quarter 1950. Based on the quantity roasted during the first quarter 1951, stocks of green coffee represented approximately eight weeks of supply.

Imports of green coffee during the first quarter reached a high of 6,668,000 bags, an increase of 50 per cent over fourth quarter 1950 imports and 35 per cent higher than green coffee imports during the first quarter 1950. Data on imports were compiled by the Bureau of the Census as a part of its Foreign Trade Statistics Program.

The data on green coffee inventories and roastings represent industry totals. Data on green coffee inventories are limited to stocks which have cleared customs and are in the United States. Stocks in foreign trade zones or general order custom bonded warehouses and any stocks held for, or roasted by, the Military Services are not included.

The accompanying tables are in standard bags of 132-276 pounds each.

ESTIMATED TOTAL INVENTORIES OF GREEN AND ROASTED COFFEE

Period	Green Coffee	*Roasted Coffee
March 31, 1951	3,355,000	687,000
December 31, 1950	2,938,000	527,000
September 30, 1950	3,051,000	518,000
June 30, 1950	2,775,000	458,000
March 31, 1950	3,284,000	596,000
December 31, 1949	3,255,000	675,000
September 30, 1949	3,496,000	460,000
June 30, 1949	3,345,000	523,000
March 31, 1949	3,459,000	570,000
December 31, 1948	3,063,000	625,000

* Green coffee equivalent. One pound roasted coffee equivalent to 1.3 pounds green coffee.

ESTIMATED TOTAL COFFEE ROASTED

Period	Amount Roasted
1st Quarter, 1951	5,216,000
4th Quarter, 1950	4,556,000
3rd Quarter, 1950	5,178,000
2nd Quarter, 1950	4,313,000
1st Quarter, 1950	4,369,000
4th Quarter, 1949	5,925,000
3rd Quarter, 1949	4,983,000
1st Quarter, 1949	5,238,000

UNITED STATES IMPORTS FOR CONSUMPTION OF RAW OR GREEN COFFEE

Period	1951	1950	1949	1948
Total	18,424,484	22,059,603	20,947,307	
January	2,315,719	2,062,869	2,107,170	2,049,283
February	2,120,156	1,568,879	1,683,305	1,879,583
March	2,333,008	1,317,113	2,076,280	1,879,619
April	1,127,272	1,775,689	1,775,689	1,308,768
May	1,047,442	1,466,933	1,466,933	1,602,014
June	974,264	1,675,837	1,675,837	2,091,007
July	1,800,596	1,679,602	1,679,602	1,389,141
August	2,094,306	1,597,614	1,597,614	1,336,410
September	1,990,244	1,928,445	1,928,445	1,404,533
October	1,723,112	1,847,566	1,847,566	1,708,806
November	1,376,639	2,006,025	2,006,025	1,843,607
December	1,351,758	2,236,437	2,236,437	2,554,636

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Premium coupon deals are now under price control, OPS decreases

Companies which regularly give premium coupons with their merchandise must advise the Office of Price Stabilization before making any change in the terms.

The order, Supplementary Regulation 25 to the General Ceiling Price Regulation, effective May 9th, permits the companies, in cases where the cost of the premium has increased, to apply for an adjustment in the coupon exchange rate.

However, it limits the permissible increase in the number of coupons needed to get a premium to the same percentage that the cost of the premium has increased to the company over the GCPR base period of December 19th to January 25th.

As an example, if a company gave a \$1.00 premium for each 100 coupons and the cost of the same article has risen to \$1.10, the company will not be permitted to increase the number of coupons needed in exchange by more than ten.

Or if a company gave a \$1.00 plate away for ten coupons and ten cents, and the cost of the dish is now \$1.10, the company will be permitted to require ten coupons and 20 cents, or 11 coupons and 11 cents, but under no circumstances may it decrease the required number of coupons below ten.

Coupon givers also must notify OPS of any addition to their premium lists, the cost of the article and the proposed redemption value. OPS approval of the addition and the coupon exchange rate is necessary before the article can be added.

OPS approval is also needed for a company to abandon the practice of redeeming coupons with premiums. In such cases the company must state that it intends to adjust its ceiling prices to compensate for the withdrawal of these premiums for those who had previously bought the company's merchandise, because part of the price they paid was the number of coupons such customers expected.

Sarmanho heads PACB executive committee

Dr. Walder Lima Sarmanho, of Brazil, was elected president last month of the three-man executive committee of the Pan-American Coffee Bureau, for the fiscal year ending April 30th, 1952.



PACB President Sarmanho

The other members of the committee are Andres Uribe, representing Colombia, and Manuel Proto, representing eight other Latin American coffee-producing countries—Costa Rica, Cuba, the Dominican Republic, El Salvador, Guatemala, Honduras, Mexico and Venezuela.

At the same meeting, the executive committee designated Roberto Aguilar, of El Salvador, and Dr. Hans Cohn, of the Dominican Republic, as members of the Bureau's technical advertising council.

JUNE, 1951

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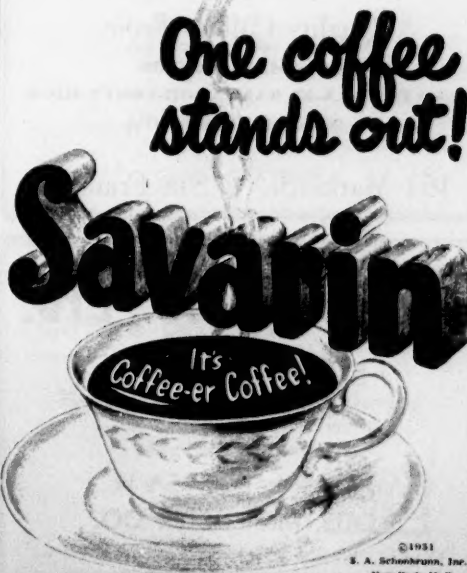
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Brazil's 1951-52 coffee crop for export put at 16,800,000 bags unofficially, USDA says

Coffee available for movement to ports from Brazil's 1951-52 crop (to be harvested from May to September, 1951, and marketed from July, 1951, to June, 1952) now is forecast by a reliable unofficial source in Brazil at about 17.8 million bags.

About 1.0 million bags of this amount are expected to be consumed in port cities or shipped to other points in Brazil for domestic consumption, leaving about 16.8 million bags for export to foreign markets.

This compares with revised exportable production estimates of 15.0 million bags from the 1950-51 crop, 15.0 million from the 1949-50 crop, 15.7 million from the 1948-49 crop, and an annual average prewar (1935-36 to 1939-40) exportable production of 21.7 million bags.

The accompanying table shows comparative statistics of Brazilian coffee production available for movement to ports. These figures should not be confused with estimates of exportable production, since they include varying amounts of coffee consumed in port cities or shipped to other points in Brazil for domestic consumption.

Brazil Coffee Production Available for Shipment to Ports

(In 1,000 bags of 132.3 pounds each. Marketing year beginning July 1)

State	Average 1935-36 to 1939-40	1950-51 † ‡	Forecast 1951-52†
Sao Paulo	15,037	7,900	8,500
Minas Gerais	3,879	2,650	3,100
Parana	791	3,700	3,000
Espirito Santo	1,632	1,300	2,400
Rio de Janeiro	837	165	400
Goiás	51	45	170
Others	412	220	200
Total	22,639	15,980	17,770

† Marketing year began June 1.

‡ Preliminary. From a reliable unofficial source.

There was adequate rainfall throughout central Brazil during February and March. It is reported that some parts of Sao Paulo and Northern Parana received excessive rain, which caused small quantities of nearly mature cherries to drop from the trees. Very heavy rains which resulted in serious floods occurred in the southern part of the Zona da Mata of Minas Gerais at the end of March. However, this is a relatively unimportant coffee-producing zone.

The total supply of coffee available for export from Brazil during the period from April 1st to June 30th, 1951, is calculated at roughly 4.4 million bags, not including normal port working stocks of 3.0 million bags.

With exports running somewhat above the level of last year, it is unlikely that the carry-over on July 1st, 1951 will exceed 4.0 million bags, as compared with a carry-over of about 5.7 million bags on July 1st, 1950.

President Vargas, recent message to the Brazilian Congress contained a significant statement on coffee policy:

1. The rejuvenation of old plantations and the formation

COFFEE AND TEA INDUSTRIES

BRAZIL'S DEC PUTS 1951-52 CROP AT 16,949,000 BAGS

The Division of Coffee Economy (Divisao de Economia Cafeira) of Brazil's Ministry of Finance has issued an official estimate of the 1951-52 coffee crop, for export and for internal consumption.

DEC's figure: 16,949,000 bags.

Here is the estimate in bags, by states, which make up that total:

Sao Paulo	7,700,000
Parana	3,000,000
Minas Geraes	3,200,000
Espirito Santo	2,300,000
Rio	500,000
Bahia	100,000
Pernambuco	90,000
Goyaz	50,000
Matto Grosso	7,000
Santa Catharina	2,000

DEC also estimates that exports and home consumption will leave a carryover of only 3,775,000 bags—port and interior—on July 1, the start of the new crop year.

of new plantations will be stimulated by the new Government.

2. The opening of new producing areas will be controlled to avoid waste, better adapt the worker to the land and guarantee forest reserves.

3. The defense of the price and the regulation of the commerce of coffee will be maintained on a permanent basis.

4. Understandings will be sought with the other principal producing countries with a view to stabilizing the present position of coffee in the international market.

5. The financial resources of the old control organizations will be used to rejuvenate the coffee economy, for financing improvement of old plantations, new plantings, and commercializing the product.

The official organizations for research, development, and control of economic activities connected with coffee will be reconstructed.

Authorize Le Havre coffee futures mart

The French minister of industry and commerce has authorized the re-opening of the coffee futures market at Le Havre.

The authorization was effective May 1st, but the actual start of trading will be decided by the president of the chamber of commerce at Le Havre.

French importers have been informed of the opening of an undisclosed credit for the import of coffee from Mexico, in accordance with the Franco-Mexican payments agreement of July 11, 1950.

A guide to CPR 22

(Continued from page 17)

This price should be filed in Washington for each brand you sell. Use Form 8 for this purpose. These forms are available at local O.P.S. offices. They should go by registered mail. Differentials for other classes of customers than the largest need not be shown, but they must in sales practice remain the same as during the base period.

The method used in this suggested procedure is Method 3, Section 15.

Costs are determined by Method (c) in Section 18. Method (a) of this section may not be used.

JUNE, 1951

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Houston—Biehl & Co., Cotton Exchange Bldg.

Chicago—F. C. MacFarlane, 209 S. La Salle St.

Detroit—F. C. MacFarlane, 715 Transportation Bldg.

Santos/Rio—Agencia de Vapores Grieg S/A

Paranagua—Transparana Ltda.

Buenos Aires—International Freighting Corporation, Inc.



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LUANDA, LOBITO, MATADI, AMBRIZ, AMBRIZETTE, PORTO AMBOIM
Regular three week sailings

TO COFFEE IMPORTERS

Delta Line has recently added a second feeder ship to service the African coast between the range of Liberia and Portuguese Angola. Because of this added tonnage we are able to offer service from Angola outports of Ambriz, Ambrizette and Porto Amboim with three week sailings. Through Bills of Lading are issued from West African Ports to U. S. Gulf Ports.

Delta Line
MISSISSIPPI SHIPPING CO., INC., NEW ORLEANS

AGENTS:

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SANTOS: DELTA LINE, INC.

Rua 15 de Novembro 176-178

LUANDA & LOBITO:

Sociedade Luso-Americana, Ltda.

MATADI:

Nieuwe Afrikaansche Handels Vennootschap



COFFEE AND TEA INDUSTRIES

Ship sailings

A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

Abbreviations for lines

Alcoa—Alcoa Steamship Co.
Am-Exp—American Export Lines
Am-Pres—American President Lines
ArgState—Argentine State Line
Am-W Afr—American-West African Line
Barb-Frn—Barber-Fern Line
Barb-W Afr—Barber-West African Line
Barb-Wn—Barber Wilhelmsen Line
Brodin—Brodin Line
Cunard—Brooklands' Cunard Service
Delta—Delta Line
Dodero—Dodero Lines
Ell-Buck—Ellerman & Bucknell S.S. Co.
Farrell—Farrell Lines
Grace—Grace Line
Gulf—Gulf & South America Steamship Co., Inc.
Hol-Int—Holland-Interamerica Line

IFC—I.F.C. Lines

Independent—Independent Line
Isbrandtsen—Isbrandtsen Co., Inc.
Italian—Italian Line
JavPac—Java-Pacific Line
Lloyd—Lloyd Brasileiro
Lykes—Lykes Lines
Maersk—Maersk Line
Mormac—Moore-McCormack Lines, Inc.
Nopal—Northern Pan-American Line
Norton—Norton Line
PAB—Pacific Argentine Brazil Line
PacFar—Pacific Far East Line, Inc.
PacTrans—Pacific Transport Lines, Inc.
Pioneer—American Pioneer Line
Prince—Prince Line, Ltd.
R Netb—Royal Neerland Steamship Co.
Robin—Robin Line
SCross—Southern Cross Line
Silver—Silver Line
Sprague—Sprague Steamship Line
Stockard—Stockard Line
Stran—Strachan Shipping Co.
Swed-Am—Swedish American Line
UFruit—United Fruit Co.
Wst Cst—West Coast Line, Inc.
Wes-Lar—Westfal Larsen Co. Line

Abbreviations for ports

Ba—Baltimore
Bo—Boston
CC—Corpus Christi
Cb—Chicago
Chn—Charleston
Cl—Cleveland
De—Detroit
Ga—Galveston
Gt—Gulf ports
Ha—Haiti
Ho—Houston
HR—Hampton Roads
Jx—Jacksonville
LA—Los Angeles
Ml—Montreal
Mo—Mobile
NO—New Orleans
NY—New York
Nf—Norfolk
NN—Newport News
Pa—Philadelphia
Po—Portland
PS—Puget Sound
SF—San Francisco
Se—Seattle
St Jo—Saint John
Ta—Tacoma
To—Toledo
Va—Vancouver

COFFEE BERTHS

SAILS	SHIP	LINE	DUE
ACAJUTLA			
6/13	Cubahama	UFruit	Cristobal ¹ 6/15
6/20	Anchor Hitch	Grace	LA/71 SF7/4 Sd7/9
6/27	Choluteca	UFruit	Cristobal ¹ 6/27
6/27	Choluteca	UFruit	Cristobal ¹ 7/2
7/11	Casti Aventur	Grace	LA7/20 SF7/23 Sd7/28
7/20	Byford	UFruit	Cristobal ¹ 7/23
8/8	Casti Nomad	Grace	LA8/17 SF8/20 Sd8/25
8/23	Gunnars Knot	Grace	LA9/1 SF9/4 Sd9/9

ACAPULCO			
6/29	Casti Nomad	Grace	Cristobal ¹ 7/12
7/16	Gunnars Knot	Grace	Cristobal ¹ 7/26

AMAPALA			
6/17	Anchor Hitch	Grace	LA7/1 SF7/4 Sd7/9
6/18	Byford	UFruit	Cristobal ¹ 6/27
7/4	Casti Nomad	Grace	Cristobal ¹ 7/12
7/6	Casti Aventur	Grace	LA7/20 SF7/23 Sd7/28
7/14	Byford	UFruit	Cristobal ¹ 7/23
7/21	Gunnars Knot	Grace	Cristobal ¹ 7/29
8/3	Casti Nomad	Grace	LA8/17 SF8/20 Sd8/25
8/20	Gunnars Knot	Grace	LA9/1 SF9/4 Sd9/9

BARRANQUILLA			
6/11	Cape Ann	UFruit	NY6/24
6/12	Fiador Knot	UFruit	NO6/25
6/18	Cape Avinof	UFruit	NY6/30
6/21	Csti Aventur	Grace	LA7/20 SF7/23 Sd7/28
6/25	Cape Cod	UFruit	NY7/8
6/26	Levers Bend	UFruit	NO7/9
7/2	Cape Combrind	UFruit	NY7/14
7/9	Cape Ann	UFruit	NY7/22
7/10	Fiador Knot	UFruit	NO7/23

SAILS	SHIP	LINE	DUE
7/19	Csti Nomad	Grace	LA8/17 SF8/20 Sd8/25
8/5	Gunnars Knot	Grace	LA9/1 SF9/4 Sd9/9

BARRIOS			
6/10	Marna	UFruit	NY6/17
6/16	Malaria	UFruit	NO6/21 NO6/24
6/20	Adm Fraser	UFruit	NY6/27
6/30	Ingr Skau	UFruit	NO7/5 NO7/8

BUENAVENTURA			
6/18	Juana	Grace	LA6/29 SF7/1 Sd7/8
7/3	Flavia	Grace	LA7/11 SF7/13 Sd7/21
7/4	La Coubre	Italian	LA7/18 SF7/21 PO7/30 Sd7/26 Va7/27
7/25	Adela	Grace	LA8/2 SF8/4 Sd8/11

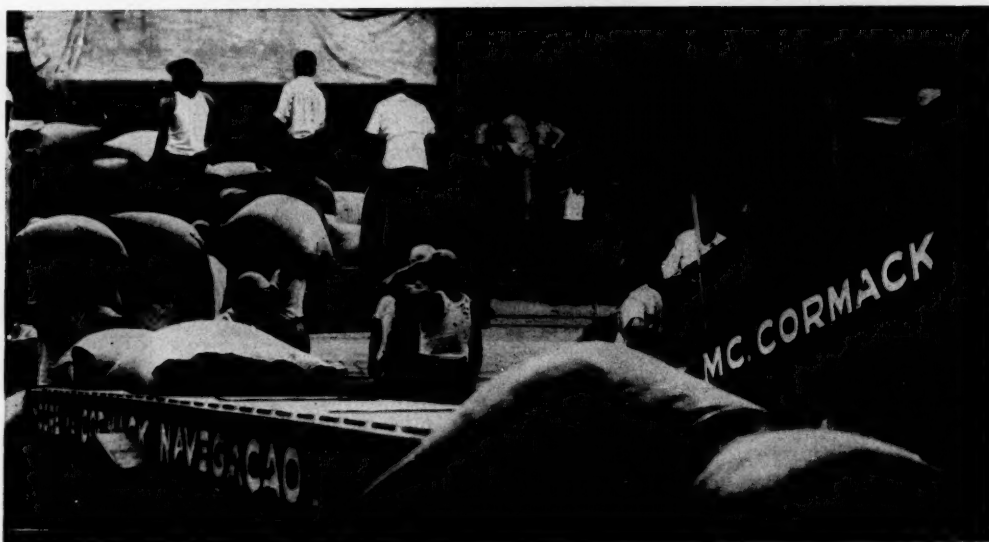
CARTAGENA			
6/12	Cape Ann	UFruit	NY6/24
6/13	Fiador Knot	UFruit	NO6/25
6/26	Cape Cod	UFruit	NY7/8
6/27	Levers Bend	UFruit	NO7/9
7/10	Cape Ann	UFruit	NY7/22
7/11	Fiador Knot	UFruit	NO7/23

CHAMPERICO			
6/23	Anchor Hitch	Grace	LA7/1 SF7/4 Sd7/9
7/13	Csti Aventur	Grace	LA7/20 SF7/23 Sd7/28
7/10	Csti Nomad	Grace	LA8/17 SF8/20 Sd8/25
8/25	Gunnars Knot	Grace	LA9/1 SF9/4 Sd9/9

CORINTO			
6/16	Byford	UFruit	Cristobal ¹ 6/27
6/16	Anchor Hitch	Grace	LA7/1 SF7/4 Sd7/9

JUNE, 1951

YES, they know us well **in SANTOS**



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SAILS	SHIP	LINE	DUE
6/24	Cubahama	UFruit	Cristobal ² 6/29
7/5	Coastal Avnturer	Grace	LA7/20 SF7/23 Se7/28
7/7	Coastal Nomad	Grace	Cristobal ² 7/12
7/18	La Coubre	Independence	LA7/18 SF7/21 Se7/26 Va7/27 Po7/30
7/12	Byfjord	UFruit	Cristobal ² 7/23
7/24	Gunners Knot	Grace	Cristobal ² 7/29
8/2	Coastal Nomad	Grace	LA7/17 SF8/20 Se8/25
8/19	Gunners Knot	Grace	LA9/1 SF9/4 Se9/9

CRISTOBAL

6/10	Cape Cmbind	UFruit	NY6/16
6/18	Cape Ann	UFruit	NY6/24
6/19	Friador Knot	UFruit	N06/25
6/24	Cape Avinof	UFruit	NY6/30
7/2	Cape Cod	UFruit	NY7/8
7/3	Levers Bend	UFruit	N07/9
7/8	Cape Cmbind	UFruit	NY7/14
7/17	Friador Knot	UFruit	N07/23

DAR es SALAAM

7/5	Afr Star	Farrell	NY8/5
7/25	Afr Planet	Farrell	NY8/19

EL SALVADOR

6/26	Stromboli	Italian	LA7/6 SF7/9 Va7/14 Se7/18 Po7/22
7/10	La Coubre	Independence	LA7/18 SF7/21 Se7/26 Va7/27 Po7/30
7/22	Vesuvio	Italian	LA8/1 SF8/4 Po8/9 Se8/10 Va8/11

GUATEMALA

6/13	Wyoming	French	LA6/19 SF6/24 Va6/28 Se7/1 Po7/5
6/27	Stromboli	Italian	LA7/6 SF7/9 Va7/14 Se7/18 Po7/22
7/11	La Coubre	Independence	LA7/18 SF7/21 Se7/26 Va7/27 Po7/30
7/23	Vesuvio	Italian	LA8/1 SF8/4 Po8/9 Se8/10 Va8/11

ILHEUS

6/17	Peru	Lloyd	NY6/28
6/27	Guatemala	Lloyd	NY7/8
7/7	Canada	Lloyd	NY7/19

LA LIBERTAD

6/12	Cubahama	UFruit	Cristobal ² 6/15
6/20	Anchor Hitch	Grace	LA7/1 SF7/4 Se7/9
6/22	Byfjord	UFruit	Cristobal ² 6/27
6/25	Choluteca	UFruit	Cristobal ² 7/2
7/3	Coastal Nomad	Grace	Cristobal ² 7/12
7/9	Cstl Avnturer	Grace	LA7/20 SF7/23 Se7/28
7/18	Byfjord	UFruit	Cristobal ² 7/23
7/20	Gunners Knot	Grace	Cristobal ² 7/29
8/6	Cstl Nomad	Grace	LA8/17 SF8/20 Se8/25
8/22	Gunners Knot	Grace	LA9/1 SF9/4 Se9/9

LA UNION

6/11	Cubahama	UFruit	Cristobal ² 6/15
6/18	Ancho: Hitch	Grace	LA7/1 SF7/4 Se7/9
6/20	Byfjord	UFruit	Cristobal ² 6/27
6/29	Choluteca	UFruit	Cristobal ² 7/2
7/5	Coastal Nomad	Grace	Cristobal ² 7/12
7/7	Cstl Avnturer	Grace	LA7/20 SF7/23 Se7/28
7/16	Cubahama	UFruit	Cristobal ² 7/12
7/22	Gunners Knot	Grace	Cristobal ² 7/29
8/4	Cstl Nomad	Grace	LA8/17 SF8/20 Se8/25
8/21	Gunners Knot	Grace	LA9/1 SF9/4 Se9/9

LIMON

6/16	Cape Ann	UFruit	NY6/24
6/17	Friador Knot	UFruit	N06/25
6/22	Cape Avinof	UFruit	NY6/30
6/30	Cape Cod	UFruit	NY7/8
7/1	Levers Bend	UFruit	N07/9
7/6	Cape Cmbind	UFruit	NY7/14
7/15	Friador Knot	UFruit	N07/23

LOBITO

6/24	Del Oro	Delta	N07/24
6/26	Tatra	Am-W Afr	NY7/31
6/27	Afr Grove	Farrell	NY7/26
7/13	Del Rio	Delta	N08/14

JUNE, 1951



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SAILS	SHIP	LINE	DUE
7/25	Afr Glen	Farrell	NYB/23
7/28	Fernglen	Am-W Afr	NYB/31

LUANDA

6/21	Del Oro	Delta	N07/24
6/24	Tatra	Am-W Afr	NY7/31
6/30	Afr Grove	Farrell	NY7/26
7/8	Del Rio	Delta	N08/14
7/26	Fernglen	Am-W Afr	NYB/31
7/28	Afr Glen	Farrell	NYB/23

MARACAIBO

6/24	Csti Avntur	Grace	LA7/20 SF7/23 Se7/28
7/21	Csti Nomad	Grace	LA8/17 SF8/20 Se8/25
8/7	Gunnars Knot	Grace	LA9/1 SF9/4 Se9/9

MATADI

6/19	Del Oro	Delta	N07/24
6/20	Fernplant	Am-W Afr	NY7/31
6/22	Tatra	Am-W Afr	NY7/31
6/24	Afr Grove	Farrell	NY7/26
7/8	Del Rio	Delta	N08/14
7/17	Taurus	Am-W Afr	NYB/15
7/22	Afr Glen	Farrell	NYB/23
7/24	Fernglen	Am-W Afr	NYB/31

MOMBASA

6/26	Kirk	Robin	NYB/8
7/1	Afr Star	Farrell	NYB/5
7/18	Wentley	Robin	NYB/24
7/21	Afr Planet	Farrell	NYB/19
8/4	Gray	Robin	NY9/15

PARANAGUA

6/11	Mormacland	Mormac	LA7/9 SF7/12 Va7/17 Se7/20 Po7/22
6/11	Chile	Lloyd	N07/3 Ho7/8
6/14	Mormacwen	Mormac	NY7/5 Ba7/8 Pa7/10

SAILS	SHIP	LINE	DUE
6/15	Del Monte	Delta	N07/10 Ho7/15
6/16	Si Brodin	Brodin	Ba7/6 NY7/7 Bo7/11 Pa7/13
6/16	Seafarer	PAB	LA7/11 SF7/13 Se7/19 Va7/20 Po7/22
6/17	Guatemala	Lloyd	NY7/8
6/19	Peter Jensen	Nopal	N07/10 CC7/13 Ho7/15
6/22	Mormacowi	Mormac	NY7/14 Bo7/17 Ba7/20 Pa7/21
6/22	Siranger	Wes-Lar	LA7/22 SF7/24 Bo8/2 Se8/4 Va8/5
6/26	Alphacca	Nol-Int	NY7/17 Ba7/21 Pa7/25 Ba7/27
6/27	Canada	Lloyd	NY7/19
6/28	Bardaland	Brodin	Ba7/17 NY7/18 Bo7/19 Pa7/21
7/4	Mormacal	Mormac	NY7/25 Ba7/28 Pa7/30
7/12	Del Valle	Delta	N08/6 Ho8/11
7/20	Pathfinder	PAB	LA8/15 SF8/17 Va8/24 Se8/25 Po8/27
7/22	Ravanger	Wes-Lar	LA8/1 SF8/4 Po8/9 Se8/10 Va8/11
7/27	Del Santos	Delta	N08/20 Ho8/25

PORT SWETTENHAM

6/17	Sue Lykes	Lykes	Gulf/26
6/23	Pleasantville	Barb-Fm	USA7/30
6/24	Oluf Misk	Maersk	NYB/7
7/9	Fernbay	Barb-Fm	USA8/14
7/23	Fernhill	Barb-Fm	USA8/28
7/26	Chastine Misk	Maersk	NY9/8

PUNTARENUS

6/12	Csti Avntur	Grace	Cristobal 6/15
6/14	Anchor Hitch	Grace	LA7/1 SF7/4 Se7/9
6/22	Stromboli	Italian	LA7/6 SF7/9 Va7/14 Se7/18 Po7/22
7/3	Csti Avntur	Grace	LA7/20 SF7/23 Se7/28
7/7	La Coubre	Independence	LA7/18 SF7/21 Se7/26 Va7/27 Po7/30
7/9	Csti Nomad	Grace	Cristobal 7/12
7/9	Byfjord	U-Fruit	Cristobal 7/23
7/18	Vesuvio	Italian	LA8/1 SF8/4 Po8/9 Se8/10 Va8/11
7/26	Gunnars Knot	Grace	Cristobal 7/29
7/31	Csti Nomad	Grace	LA8/17 SF8/20 Se8/25
8/17	Gunnars Knot	Grace	LA9/1 SF9/4 Se9/9

RIO de JANEIRO

6/13	Argentina	Mormac	NY6/25
6/13	Syona	SCross	NY6/30 Bo7/5 Pa7/7

SHIP YOUR COFFEE BEANS WITH THE ARGENTINES!

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Argentine State Line offers swift, dependable service, bringing your coffee from Santos in 13 days . . . from Rio in 12. Three new passenger liners—the RIO DE LA PLATA, RIO JACHAL and RIO TUNUYAN have joined the regular fleet of ASL freighters—all operating on schedule between East Coast ports of South America and New York.

Efficient, experienced crews load your coffee into immaculate holds, assuring a minimum of bag damage and flavor contamination. We pay careful attention to every detail that assures the arrival of your coffee in perfect condition—the way you want it—when you want it. And the modern ASL terminal at Pier 25 North River, New York, is *where* you want it for easy delivery to truck or lighter.



ARGENTINE STATE LINE

Boyd, Weir & Sowell, Inc., General Agents
24 State Street, New York 4, N. Y., Tel. BO 9-5660

SAILS	SHIP	LINE	DUE
6/13	Del Norte	Delta	N06/26 6/15
6/15	Mormacland	Mormac	LA7/9 SF7/12 Va7/17 Sa7/20 Po7/22
6/18	Chile	Lloyd	N07/3 Ho7/8
6/21	Del Monte	Delta	N07/10 Ho7/15
6/22	Seafarer	PAB	LA7/11 SF7/13 Sa7/19 Va7/20 Po7/22
6/23	Peter Jensen	Nopal	N07/10 CC7/13 Ho7/15
6/24	Mormacisle	Mormac	NY7/7 Bo7/10 Pa7/13 Ba7/15
6/27	Del Sud	Delta	N07/10
6/27	Brazil	Mormac	NY7/9
6/30	Lancero	Dodero	NY7/17 Bo7/20 Pa7/23 Ba7/25 N7/27
6/30	Birdaland	Brodin	Ba7/17 NY7/18 Bo7/19 Pa7/21
6/30	Sivanger	Wes-Lar	LA7/22 SF7/24 Bo8/2 Se8/4 Va8/5
6/30	Mormacstar	Mormac	B07/19 NY7/22 Pa7/25 Ba7/26
7/11	Del Aires	Delta	N07/25
7/11	Uruguay	Mormac	NY7/23
7/20	Del Valle	Delta	N08/6 Ho8/11
7/25	Del Mar	Delta	N08/7
7/27	Pathfinder	PAB	LA8/15 SF8/17 Va8/24 Se8/25 Po8/27
7/31	Ravnanger	Wes-Lar	LA8/22 SF8/24 P09/2 Se9/4 Va9/5
8/2	Del Santos	Delta	N08/20 Ho8/25

SAN JOSE

6/22	Anchor Hitch	Grace	LA7/1 SF7/4 Sa7/9
7/2	Citi Nomad	Grace	Cristobal 7/12
7/12	Citi Avnturer	Grace	LA7/20 SF7/23 Sa7/28
7/19	Gunners Knot	Grace	Cristobal 7/29
8/9	Citi Nomad	Grace	LA8/17 SF8/20 Se8/25
8/24	Gunners Knot	Grace	LA9/1 SF9/4 Se9/9

SANTOS

6/11	Sygn	SCross	NY6/30 Bo7/5 Pa7/7
6/11	Argentina	Mormac	NY6/25
6/12	Del Norte	Delta	N06/26
6/12	Peru	Lloyd	NY6/28
6/14	Mormacsea	Mormac	Ba6/30 Pa7/2 NY7/3 Bo7/7 N7/12
6/16	Chile	Lloyd	N07/3 Ho7/8
6/18	Si Brodin	Brodin	Ba7/6 NY7/7 Bo7/11 Pa7/13
6/19	Del Monte	Delta	N07/10 Ho7/15
6/19	Mormacwren	Mormac	NY7/5 Ba7/8 Pa7/10
6/21	Seafarer	PAB	LA7/11 SF7/13 Sa7/19 Va7/20 Po7/22
6/22	Guatemala	Lloyd	NY7/8
6/22	Peter Jensen	Nopal	N07/10 CC7/13 Ho7/15
6/22	Mormacisle	Mormac	NY7/7 Bo7/10 Pa7/13 Ba7/15
6/25	Brazil	Mormac	NY7/9
6/26	Del Sud	Delta	N07/10
6/27	Mormacowl	Mormac	NY7/14 Bo7/17 Ba7/20 Pa7/21
6/28	Sivanger	Wes-Lar	LA7/22 SF7/24 Bo8/2 Se8/4 Va8/5
6/29	Bardaland	Brodin	Ba7/17 NY7/18 Bo7/19 Pa7/21
6/29	Lancero	Dodero	NY7/17 Bo7/20 Pa7/23 Ba7/25 N7/27
6/30	Alphacca	Hol-Int	NY7/17 Ba7/21 Pa7/25 Ba7/27
6/30	Mormacmail	Mormac	Jx7/12 NY7/16 Bo7/20 Pa7/23 Ba7/24 N7/25
7/2	Canada	Lloyd	NY7/19
7/5	Mormacstar	Mormac	Bo7/19 NY7/22 Pa7/25 Ba7/26
7/9	Mormactel	Mormac	NY7/25 Ba7/28 Pa7/30
7/9	Uruguay	Mormac	NY7/23
7/10	Del Aires	Delta	N07/25
7/18	Del Valle	Delta	N08/6 Ho8/11
7/24	Del Mar	Delta	N08/20 Ho8/25
7/26	Pathfinder	PAB	LA8/15 SF8/17 Va8/24 Se8/25 Po8/27
7/29	Ravnanger	Wes-Lar	LA8/22 SF8/24 P09/2 Se9/4 Va9/5
7/31	Del Santos	Delta	N08/20 Ho8/25

SAILS	SHIP	LINE	DUE
VICTORIA			
6/11	Alwaki	Hol-Int	NY6/25 Bo6/29 Pa7/2 Ba7/4
6/19	Chile	Lloyd	Ho7/3 Ho7/8
6/23	Del Monte	Delta	N07/10 Ho7/15
6/24	Peter Jensen	Nopal	N07/10 CC7/13 Ho7/15
7/3	Alphacca	Hol-Int	NY7/17 Bo7/21 Pa7/25 Ba7/27
7/22	Del Valle	Delta	N08/6 Ho8/11
8/4	Del Santos	Delta	N08/20 Ho8/25

TEA BERTHS

CALCUTTA

6/14	Exchange	Am-Exp	Bo NY Pa Ba Nf
6/23	Wanipur	Cunard	Bo NY Pa Ba Nf
6/23	City-Bristol	Eli-Buck	Bo7/26 NY7/27 Pa8/1 N8/3 Ba8/4
6/25	Explorer	Am-Exp	Bo NY Pa Ba Nf
7/1	City-Leeds	Eli-Buck	N8/15

COLOMBO

6/13	Silverbird	Silver	LA7/18 SF7/20 Po7/25 Sa7/28 Va7/31
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JUNE, 1951



REGULAR DIRECT SERVICE FOR COFFEE SHIPPERS

FROM

Tampico and Vera Cruz

TO

U.S. Atlantic Ports,
St. John, Halifax, Montreal,

Agents in All Principal Ports

SWEDISH AMERICAN LINE

17 State Street
1255 Phillips Square

New York 4, N. Y.
Montreal 2, P.Q.

**Coffee Cargo
Service... that
understands your needs**

Pacific-Argentine-
Brazil Line, with its fleet
of modern C-3 ships, speeds
coffee shipments from
Brazil ports to Pacific
Coast coffee centers. It is
experience that counts!

**Expert handling
all the way**
Ask for service
information at any
P&T office—in
all principal ports

PACIFIC-ARGENTINE-
BRAZIL LINE INC.
POPE & TALBOT,
INC., AGENTS

**POPE & TALBOT
LINES**

Accommodations
for 12
passengers

PACIFIC • ARGENTINE • BRAZIL LINE
PACIFIC WEST INDIES • PUERTO RICO
PACIFIC AND ATLANTIC INTERCOASTAL

EXECUTIVE OFFICES • 320 CALIFORNIA ST. • SAN FRANCISCO 4



Serving

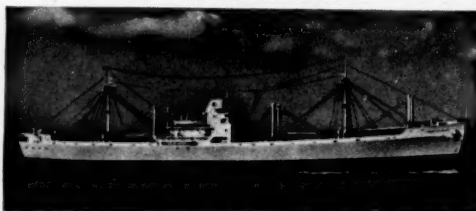
MEDITERRANEAN |

BLACK SEA RED SEA INDIA

PAKISTAN CEYLON BURMA

AMERICAN EXPORT LINES

37-39 Broadway, New York 6, N.Y.



Ship via
Grancolombiana

Regular Sailings between the coffee ports of

Colombia
Ecuador
Venezuela

and New York
New Orleans
Montreal

25 ships serving
the Top market
in South America

Other ports as cargo offers.



FLOTA MERCANTIL
Grancolombiana

Transportadora Grancolombiana, Ltda.
General Agents, 52 Wall St., N. Y. 5, N. Y.

Cable Address: Grancolomb
Whitehall 3-7207

SAILS	SHIP	LINE	DUE
6/18	Exchange	Am-Exp	Bo NY Pa Ba NI
6/19	Fernfield	Barb-Frn	USA7/16
6/22	Brit-Prince	Prince	Ha7/17 Bo7/20 NY7/22
6/22	Silvermaple	Silver	LA8/4 SF8/13 Pa8/22 Va8/29 PS9/5
6/23	City-Bristol	Ell-Buck	Bo7/26 NY7/27 Pa8/1 NI8/3 Ba8/4
6/29	Explorer	Am-Exp	Bo NY Pa Ba NI
7/1	City-Leeds	Ell-Buck	NI8/15
7/3	Pleasantville	Barb-Frn	USA7/30
7/5	Oluf Msk	Maersk	NY8/7
7/8	City-Agra	Ell-Buck	Bo8/16 NY8/17 Pa8/22 NI8/24 Ba8/25
7/13	Rioux	JavPac	LA8/17 SF8/20 Pa8/25 PS8/28 Va9/15
7/18	Fernbay	Barb-Frn	USA8/14
7/22	Silvermoon	Silver	LA9/4 SF9/13 Pa9/22 Va9/29 PS10/5
7/24	East-Prince	Prince	Ha8/18 Bo8/21 NY8/23
8/2	Fernhill	Barb-Frn	USA8/28
8/6	Chastine Msk	Maersk	NY9/8
8/13	Silverteck	Silver	LA9/17 SF9/20 Pa9/25 Se9/28 Va10/1
8/19	Glenville	Barb-Frn	USA9/12
8/22	Latak	JavPac	LA10/4 SF10/13 Pa10/22 Va10/29 PS11/5
9/13	Ulrecht	JavPac	LA10/18 SF10/20 Pa10/25 Se10/28 Va11/1
9/14	Jav-Prince	Prince	Ha10/9 Bo10/12 NY10/14

DJAKARTA

6/12	Pleasantville	Barb-Frn	USA7/30
6/12	Sr Jo Franklin	Isbrandtsen	NY8/15
6/28	Fernbay	Barb-Frn	USA8/14
7/10	Flying Arrow	Isbrandtsen	NY9/7
7/12	Fernhill	Barb-Frn	USA8/28
7/24	Flying Ind	Isbrandtsen	NU9/26
7/29	Glenville	Barb-Frn	USA9/12

HONG KONG

6/10	Taft	Am-Pres	SF7/7 LA7/11
6/16	Corona	Maersk	SF7/13 LA7/16 NY 8/3
6/19	Tunpus	Barb-Wn	SF7/12 LA7/14 NY7/28
6/24	Wilson	Am-Pres	SF7/12
7/1	Anna Msk	Maersk	SF7/27 LA7/30 NY8/15
7/1	Madison	Am-Pres	SF7/20 LA7/24
7/3	Pierce	Am-Pres	SF7/31 LA8/4
7/4	Triton	Barb-Wn	SF7/27 LA7/29 NY8/12
7/10	Lake	Pioneer	NY8/27
7/10	Land	Pioneer	NY8/27
7/17	Leise Msk	Maersk	SF8/13 LS8/16 NY9/4
7/19	Talleyrand	Barb-Wn	SF8/11 LA8/13 NY8/27
7/19	Cleveland	Am-Pres	SF8/6
7/23	Flying Arrow	Isbrandtsen	NY9/7
7/31	Grete Msk	Maersk	SF8/28 LA8/31 NY9/17
8/4	Tancred	Barb-Wn	SF8/27 LA8/29 NY9/12
8/7	Flying Indep.	Isbrandtsen	NY9/26

JAVA PORTS

6/26	East-Prince	Prince	Ha8/18 Bo8/21 NY8/23
8/20	Jav-Prince	Prince	Ha10/9 Bo10/12 NY10/14
9/15	Cing-Prince	Prince	Ha11/5 Bo11/8 NY11/10

KOBE

6/10	Mat Lcknbch	PccFar	SF6/23 LA6/26
6/17	Wave	Pioneer	NY7/31
6/19	Taft	Am-Pres	SF7/7 LA7/11



M/S LISHOLT M/S BORGHOLT M/S IGADI M/S REINHOLT

FAST DIRECT FREIGHT SERVICE
FROM TEA AND SPICE PORTS
PHILIPPINES CHINA JAPAN

IVARAN LINES

Far East Service
STOCKARD & COMPANY, INC., General Agents
17 Battery Place, New York 4, N. Y., Whitehall 3-2340

COFFEE AND TEA INDUSTRIES

SAILS	SHIP	LINE	DUE
6/23	Bklyn Heights	Isbrandtsen NY8/4	
6/24	Corona	Maersk SF7/13 LA7/16 NY 8/3	
6/25	Pac Bear	PacFar SF7/7 LA7/9	
6/26	Tungus	Barb-Wn SF7/12 LA7/14 NY7/28	
6/28	Wilson	Am-Pres SF7/12	
6/29	Flying Cloud	Isbrandtsen NY8/30	
7/5	Madison	Am-Pres SF7/20 LA7/24	
7/7	Anna Misk	Maersk SF7/27 LA7/30 NY8/15	
7/11	Triton	Barb-Wn SF7/27 LA7/29 NY8/12	
7/12	Pierce	Am-Pres SF7/31 LA8/4	
7/15	Land	Pioneer NY8/27	
7/19	Flying Cloud	Isbrandtsen NY8/30	
7/21	Lake	Pioneer NY8/31	
7/23	Cleveland	Am-Pres SF8/6	
7/25	Leise Misk	Maersk SF8/13 LS8/16 NY9/4	
7/26	Tallyrand	Barb-Wn SF8/11 LS8/13 NY8/27	
7/28	Flying Arrow	Isbrandtsen NY9/7	
8/6	Grete Misk	Maersk SF8/78 LA8/31 NY9/17	
8/8	McKinley	Am-Pres SF8/27 LA8/31	
8/11	Tancred	Barb-Wn SF8/27 LA8/29 NY9/12	
8/13	Flying Inc	Isbrandtsen NY9/26	

SHIMIZU

6/10	Sally Misk	Maersk	NY7/18
6/27	Corona	Maersk	NY8/3
7/10	Anna Misk	Maersk	NY8/15
7/28	Leise Misk	Maersk	NY9/4
8/9	Grete Misk	Maersk	NY9/17

TANGA

7/2	Afr Star	Farrell	NY8/5
7/22	Afr Planet	Farrell	NY8/19

YOKOHAMA

6/15	Sally Misk	Maersk	NY7/18
6/22	Taft	Am-Pres SF7/7 LA7/11	
6/22	Pac Bear	PacFar SF7/7 LA7/9	
6/22	Wave	Pioneer NY7/31	
6/24	Ed Lcknbch	PacFar SF7/5 LA7/10	
6/30	Corona	Maersk	NY8/3
6/30	Wilson	Am-Pres SF7/12	
7/1	Bklyn Heights	Isbrandtsen NY8/4	
7/9	Madison	Am-Pres SF7/20 LA7/24	
7/9	Sir Jo Frnkln	Isbrandtsen NY8/15	
7/15	Anna Misk	Maersk	NY8/15
7/15	Land	Pioneer	NY8/27
7/16	Pierce	Am-Pres SF7/31 LA8/4	
7/21	Lake	Pioneer	NY8/31
7/25	Cleveland	Am-Pres SF8/6	
7/27	Flying Cloud	Isbrandtsen NY8/30	
7/31	Leise Misk	Maersk	NY9/4
8/4	Flying Arrow	Isbrandtsen NY9/7	
8/12	McKinley	Am-Pres SF8/27 LA8/31	
8/14	Wilson	Am-Pres SF8/26 LA8/31	
8/15	Grete Misk	Maersk	NY9/17
8/21	Flying Ind	Isbrandtsen NY9/26	
8/30	Taft	Am-Pres SF9/10 LA9/14	

¹ Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C. Z.
² Accepts freight for New York, with transshipment at Cristobal, C. Z.
³ With transshipment at Colombo.

Packers' premium budgets

(Continued from page 38)

the budget percentage is being continued without change.

A considerable proportion, 21 per cent, declared they are increasing their budget percentage, while 11 per cent declared they are reducing it.

The budget percentage differed widely from regular coffee and tea packers to wagon route operators. Among regular packers, the percentage ranged from 4 down to zero, with the average between 1 and 2.

The zero is not facetious. It appeared in a surprising number of returns—always cases where the premium method used was the self-liquidating type exclusively.

Among the wagon route operators, the percentage of gross sales devoted to premiums varied widely, from a high of 60 per cent to a low of 2 per cent. The average, however, was 16 per cent.

JUNE, 1951

Regular Service

From The Principal Brazilian Ports To:
NEW YORK NEW ORLEANS



Lloyd BRASILEIRO

(Patrimonio Nacional)

Owned and operated exclusively by the Brazilian Government, LLOYD BRASILEIRO includes the American Line in its list of services vital to Brazil's trade relations with the commercial centres of the world. The American Line maintains regular service from the principal Brazilian coffee ports to New York and New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

Bringing North and South America nearer each other, LLOYD BRASILEIRO makes the Good Neighbor a Close Neighbor.

NEW YORK NEW ORLEANS
 17 Battery Place 305 Board of Trade Bldg.

UNITED FRUIT COMPANY STEAMSHIP SERVICE

leading handlers of mild coffees
serving

GUATEMALA NICARAGUA
 EL SALVADOR COSTA RICA
 HONDURAS COLOMBIA

with
 regular dependable service to
 NEW YORK, NEW ORLEANS,
 HOUSTON
 and other U. S. Ports

New York:
 Pier 3, North River
 New Orleans:
 321 St. Charles St.



Shipping

transportation . . . warehousing . . . services

Delta Line expands West Africa service

In order to better serve the coffee trade between U. S. Gulf Ports and West Africa the Delta Line recently added a fourth ship, which makes possible regular sailings at intervals of three weeks. Also added was a second feeder ship, to trade along the African Coast between the range of Liberia and Portuguese Angola.

With this added tonnage the Delta Line is able to offer service from the Angola outports of Ambriz, Ambrizette and Porto Amboim with a sailing every three weeks. These calls will be made by the feeder vessels, the cargo transhipped at Monrovia, and a through bill of lading issued.

Colombian ocean freight agreements are extended

Freight agreements with the East Coast Colombian Conference, due to expire May 31st, have been extended to July 31st, it was reported last month by Fred C. Byers, chairman of the traffic and warehouse committee of the New York City Green Coffee Association.

Mr. Byers said he was also advised that the West Coast Colombian freight agreements, which were due to expire April 30th, have been extended to June 30th. The rate of \$17.00 a ton has also been continued.

Freight contracts for coffee shipments between Buena-ventura, Tumaco and United States Pacific Coast ports,

have been extended for the same period, with the rate of \$18.00 a ton unchanged.

De Luca named by I.F.C.

Matthew I. De Luca has been appointed manager of the chartering department of the International Freighting Corp., Inc. (I.F.C. Lines), it has been announced by Frank N. Bokors, president.

Mr. De Luca has been with I.F.C. 22 years and formerly was assistant manager of the department. He replaces Wallace M. Powell, who continues in an advisory capacity until he retires September 1st.

Joseph G. Gladis succeeds Mr. De Luca as assistant manager. He has been with the company 15 years.

Sprague discontinues South American service

The Sprague Steamship Co., Boston, has discontinued its South American Service and closed its New York City office, it was reported last month.

Listo Pencil builds new plant

The Listo Pencil Corp. will have a new home on or about August 1st, when its new building, located at Clement and Union in Alameda, California, is completed.

The plant, when completed, will measure 17,424 square feet, with a drum type roof and radiant heating to provide maximum working area without obstructions, such as supports and heating equipment.

Hammered blue glass windows, a recent development, will diffuse the light and provide heat resistance. The executive offices are being decorated in oak veneered plywood.

BRAZILIAN WARRANT COMPANY, INC.

NEW YORK
91 Front Street

NEW ORLEANS
223 Magazine Street

Agents for

Brazilian Warrant Co., Ltd.

London—Santos—Rio de Janeiro—Sao Paulo—Paranagua

S/A COMERCIAL E. JOHNSTON

Santos—Rio de Janeiro—Paranagua

Old East African Trading Co.

Mombassa, British East Africa

*Established in Brazil as Coffee Exporters in 1842
Also All Growths African Coffees*

Connections
in all
Coffee Producing
Countries

CARL BORCHSENIUS CO., INC.

89 Front Street

New York 5, N. Y.

Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	1949						
	Total Entries	Deliveries—from:			Visible Supply—1st of Month		
		Brazil	Others	Total	Brazil	Others	Total
November	2,098	1,147	774	1,921	1,258	387	1,645
December	2,001	1,254	509	1,763	1,623	359	1,982
1950							
January	1,982	902	804	1,706	1,273	339	1,612
February	1,717	736	782	1,518	1,046	376	1,422
March	1,359	646	631	1,277	813	511	1,324
April	1,125	719	569	1,288	885	384	1,469
May	1,052	605	592	1,197	715	456	1,171
July	1,032	875	647	1,522	805	438	1,243
August	2,065	1,126	966	2,092	1,152	469	1,621
September	1,837	1,017	757	1,774	1,050	368	1,418
October	1,844	1,092	820	1,912	1,073	347	1,420
November	1,306	823	501	1,324	932	369	1,301
December	1,256	822	457	1,279	909	428	1,337
1951							
January	1,768	1,037	742	1,779	1,019	355	1,374
February	2,012	987	912	1,899	1,051	438	1,489
March	2,342	1,321	935	2,256	1,244	440	1,684
April	1,461	893	812	1,705	1,089	486	1,575
May (1-29)	1,139	657	499	1,156	887	395	1,282

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

The Coffee Outlook

Some indications of what has been happening in coffee in this country during the current year are provided by the Census Bureau's report for the first quarter, published elsewhere in this issue.

One of the conclusions which is inescapable is that the imposition of the price freeze in January, and the subsequent green ceilings, did not, as some feared they might, paralyze trading in coffee.

The figures show tremendous coffee imports during January, February and March—6,668,000 bags—an increase of 50 per cent over the fourth quarter of 1950 and 35 per cent higher than the first quarter of last year.

Of course, for a balanced picture, these figures should be qualified by consideration of the periods which are being compared. For example, the first quarter of 1950, following the unique situation prevailing in the fall of 1949, had characteristics which should be taken into account.

Moreover, while fears that a price freeze here, together with high prices in the producing countries, might block coffee movement have proven, so far, to be unfounded, the possibility continues to be a possibility. It can happen, if in the coming period the danger is forgotten in an overwhelming desire to get all the golden eggs. In-

evitably, the result of such rashness is the killing of the goose that lays the eggs.

NCA saw in the Census Bureau's report food for optimism. The large imports, NCA said, puts the industry in a very good inventory position, since the trade imported about 1,500,000 more bags than it roasted during the period.

Moreover, the roastings were high. Basing itself on the Census Bureau's figures, NCA issued a press release which said that coffee sales in the first quarter amounted to 579,560,000 pounds, an increase of 19 per cent over the similar quarter in 1950 and equal to figures for the first quarter in the record-breaking year of 1949.

There is nothing in the Census Bureau report, NCA emphasized, which indicates any shift consumerwise away from coffee, and nothing to indicate that a sound promotion program and enthusiastic individual sales efforts won't cure anything that ails the trade at the moment.

The roasters are continuing to prepare their price schedules under CPR 22, and the likelihood is that many of them will ask for higher prices than those under which they have been operating.

Competitive conditions, however, will probably make such increases paper privileges, honored but slightly in actual practise.

Serving The Coffee, Tea & Spice Trade For Many Years

Brookhattan Trucking Co., Inc.

57 FRONT ST.

NEW YORK 4, N. Y.

BOwling Green 9-0780

Import, Export and Bonded Trucking

Riverfront Warehouses

Bowne Morton's Stores, Inc.

611 SMITH ST.

BROOKLYN, N. Y.

MAin 5-4680

N. Y. Phone: BOwling Green 9-0780

Free And Bonded Warehouses

SOUTHERN CROSS LINE

Fast Motorships - from Brazil - to United States Atlantic Ports

COSMOPOLITAN SHIPPING COMPANY, INC.

General Agents

42 Broadway

New York 4, N. Y.

Kill that summer slump!

(Continued from page 13)

In a white spot you have space for your brand name and price.

For roasters who sell the restaurant trade, PACB has prepared a 14 x 5 inch streamer, again in full color, to put iced-coffee "sell" onto back-bars and windows of restaurants, coffee shops, soda fountain and luncheonettes.

All these point-of-sale aids are available from PACB, imprinted, at half cost.

Another phase of PACB's program calls for an extensive and well-rounded publicity program, which will carry the iced-coffee story to the editorial sections of the press and the radio. The Bureau is distributing material about appetizing summertime coffee recipes to the editors of women's pages, syndicates, national magazine food pages, as well as to radio and TV commentators, home economists and food trade publications.

In its iced-coffee tie-in drive, the National Biscuit Co. will feature Ritz Crackers and iced coffee during July and August in its national consumer advertising in *Life* and *The Saturday Evening Post*, as well as in five women's service magazines.

In addition, coffee and crackers will be the theme on colorful posters on 1,500 Nabisco trucks, and on car cards in New York City and Chicago.

Nabisco's 3,000 salesmen throughout the country will set up life-size, full-color floor displays in thousands of markets, built around a huge floor easel in line with the tie-in theme.

Tests of mass displays of Ritz Crackers and coffee with this life-size floor easel earlier this year in 16 stores in southern

and California locations turned up some astonishing results. Tests were run for one week, and the volume was then compared with sales of the previous week. Coffee sales showed gains ranging from 50 to 410 per cent!

With such results to shoot at, roasters will find it worthwhile to get in touch with regional sales offices of Nabisco, to work out details on how to tie-in their coffee brands with this powerful display.

Your own efforts, dovetailing with PACB's national advertising and promotion, and meshing with Nabisco's iced-coffee tie-in, should help you to demonstrate this summer that the sag can be ironed out of the summer slump in coffee.

Cook Coffee, Salt Lake City, moves into new building

The Cook Tea and Coffee Co., Salt Lake City, Utah, celebrated its 50th anniversary recently by moving into modern, spacious new quarters, costing \$130,000, at 915 S. West Temple Street in that city.

The brick and concrete structure houses modern machinery for blending, roasting and packaging coffee.

Arch H. Cook, president and founder, said the move to the new quarters was necessary because of expanded sales and the growth of the company.

He started the business on its way in 1901 with investment of \$250.

"That included the full stock of tea, coffee, spices, extracts, baking powder, store fixtures, paper bags, counters, grinder, scales and everything," Mr. Cook said.

Associated with the founder in the firm are his three sons, Keate, Charles H. and Robert J. Cook.

W. R. GRACE & CO.

San Francisco

New York

New Orleans

QUALITY COFFEES

Colombians

Medellin

Armenia

Manizales

Tolima

Girardot

Libano

Central Americans

Guatemala

Nicaragua

Salvador

Costa Rica

Ecuadorians

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Editorials

CPR 22

Coffee roasters—and now tea packers, too—have been hard at work preparing price schedules for the Office of Price Stabilization as required by Ceiling Price Regulation 22.

Most coffee and tea packers were developing their schedules in time to meet the initial deadline of May 28th, but the OPS extension to July 2nd will not be unwelcome in many quarters.

In numerous instances, an informal check of packers reveals, the new schedules will call for increases in price. Some of the firms, finding themselves in intolerable positions, will have to put into effect these increases, or at least a portion of the amount permitted to them.

These firms will be taking such action with great reluctance. Most companies, even those which do establish that they are entitled to price increases, will probably be glad to have the privilege on paper, without exercising it.

The biggest deterrent is competition. At the moment, at least, the tendency seems to be in the other direction. A rash of coupon offers, mild in some areas, pronounced in others, has made its appearance. The coupons offer rebates of as much as 15 cents on the pound of coffee.

This atmosphere, while it exists, is hardly conducive to price increases.

Moreover, some packers have the feeling that regardless of competition, price increases would push their sales beyond the point of consumer acceptance. They think that this consumer attitude is not based on full information about coffee prices, and that it is conceivable the attitude can be changed by industry effort. But they insist it is a fact now and that sales would be seriously hurt by significant advances beyond present levels.

A sound health program for the coffee industry, they suggest, is one based on bedrock promotion, teaching American consumers to brew coffee properly, working for more iced coffee consumption, etc. And these packers make a point of including producers as well as the domestic trade in the term, "coffee industry."

Despite the headaches involved in preparing their price schedules, coffee roasters and tea packers were glad to see the issuance of CPR 22, bringing to an end the state of suspension and of interim operation under the necessarily inadequate General Ceiling Price Regulation.

Filing under CPR 22 does not, of course, write "finis" to the coffee or tea manufacturer's price control problem. Apart from the costs of the green coffee or the raw tea, other costs may rise when manufacturers in other fields enter their price schedules. A squeeze may make itself felt to such a degree that a review of the whole situation may be required.

The mature approach to their problems by the coffee and

tea industries in the current defense situation is reassuring. It indicates that these industries will be able to cope ably with future problems, too.

A state of mind

The summer slump in coffee, we are convinced, is nothing more than a state of mind.

It's always happened that way, we're told. Come the approach of warm weather, the coffee business eases off. You hear remarks like, "We don't expect anything else."

So we have the summer slump. . . .

Despite the fact of iced coffee, a summertime beverage.

Despite recorded instances of packers chalking up sales records which sliced the belly off the sag.

Despite the likelihood that a cold weather slump in *effort*, similar to the summer slackening in *effort*, would also result in a similar drop in sales.

We know that a roaster who decides that the summer slump is a state of mind, nothing more, can lick it. For he will then prepare, with the kind of determination and detail of which our best industry men are capable, an all-out drive which will spark the enthusiasm of his own organization, his outlets, his ultimate customers.

It's not too late to begin. Elsewhere in this issue is an article on merchandising aids being made available to coffee packers by the Pan-American Coffee Bureau.

You'll find it profitable to look into the matter. You may find these aids will save you money—while helping you lick the summer slump.

No need to worry

Tea producers in India, Ceylon, Africa, Japan and Formosa can relax now.

As our Vancouver correspondent, R. J. Frith, reports elsewhere in this issue, the story about tea being grown in Canada published in many newspapers was a little misleading.

The story was that the Canadian Tea Planters, St. Vincent Park, Milner, B. C., had turned in a first year's production of 2,000 pounds of tea. A certain A. W. Jarvis, the story went, had discovered a new way to grow wild tea bushes on his ranch. Moreover, he had perfected a process for fermentation, firing, packaging, etc.

The story, this far, is accurate enough. The point is, what Mr. Jarvis grows and processes and packs is not tea as we know it, *Thea Sinensis*.

Mr. Jarvis' "tea" is the leaf of a wild purple lilac.

To this industry, to Canadians, to the world, tea is one thing and wild lilac bush leaves are wild lilac bush leaves. Canadian authorities, we are told, may insist on that point.

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VANCOUVER.

I dropped in to see my friend, the Supervising Tea Examiner, with whom I served on the U.S. Board of Tea Experts for 20 years. We got to talking, naturally, about tea, and I asked Charles F. Hutchinson to put down some of those refreshing ideas of his, for a guest column.

About a week or so later, "Hutch" sent me a letter which I am passing along to you below. It makes, I think you will agree, an exciting column, the more so since it represents the thinking of a unique figure in the tea world.

With the 50th session of the Board of Tea Experts next year, "Hutch" will mark his 40th year in the tea department now part of the U. S. Food and Drug Administration.



Robert A. Lewis

Tea leaves

pointed comments by a tea trade dean

By ROBERT A. LEWIS

The Board of Tea Experts over which "Hutch" presides has been in existence since 1897, when the tea trade requested that Congress pass the Tea Inspection Act, charging the Department of Agriculture to set up a group of tea experts to set the standards of purity and quality of tea imported into this country. In 1940 the Board came under the jurisdiction of the Food and Drug Administration of the Federal Security Agency. "Hutch" calls board meetings annually; they last about five days, during which time the experts set the standards from samples of tea submitted to them.

"Hutch," who probably knows more about tea than any-

(Continued on page 70)

For a good cup of tea

By C. F. HUTCHINSON, Guest Columnist

Dear Bob:

It was nice of you to invite me to say a few words about tea, but what on earth can I say that has not already been said? My office is visited by a great many people. They all ask questions, of course, and it is surprising what ideas some of them have. The following observations are my reactions to some of these queries.

When tea was first introduced into Europe, it was expensive. Only the very wealthy were able to serve it and, of course, it was done in grand style—silver teapots, exquisite china, etc. The impression was created that this delicate herb could not be made properly unless elaborate and costly equipment was used. In time, tea became plentiful and cheaper, but even when it was so common that some boys in your neighborhood were tossing it into the river, fashion decreed that the best of everything be used.

All this you know, but did you know the idea still persists? I have had a number of visitors who believe tea drinking is a drawing room pastime.

When mother had a headache she knew she would feel much better after a cup of hot tea. She was right, but this led at least a half dozen of my visitors to believe that tea is a medicine, not a beverage, and should be used sparingly. This may account for the advice I have heard given to the mildly ill: "Drink a strong cup of coffee. Try a weak cup of tea."

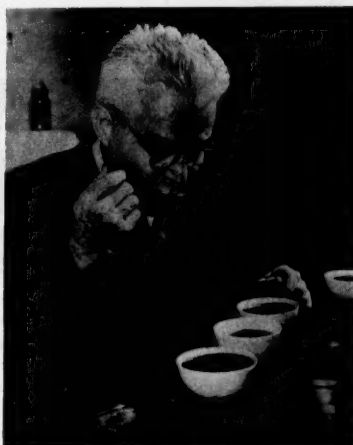
A great many visitors want explicit directions for making a cup of tea and are often surprised at the brevity of my instructions. I think the simplest kitchen operation a woman is called upon to perform is making a cup of tea, yet I am thoroughly convinced that many women fight shy of the job because they have been confused by too many instructions.

"Always scald the pot". That is certainly a good suggestion, but to my way of thinking you could forget it and still get a good cup of tea. The average consumer would never know the difference.


"Never use water that has been boiled. Always use freshly boiled water". Hasn't the little woman got enough to do without emptying tea kettles, freshly filling them, and standing guard to see that they do not boil too long? Tell me, would the average consumer know?

"Always use china—earthenware or a silver teapot". Given a handful of tea and boiling water I feel sure I can brew a pleasing, fragrant, and stimulating drink in almost anything but a tin can. Not as good, perhaps, as in an earthenware pot—but a good cup of tea.

The tea label reads, "Warm the pot with boiling water. Use one teaspoonfull to the cup. Use freshly boiling water



U.S. Tea Examiner C. F. Hutchinson

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 - *Reconditioning*
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—water that has been boiling some time cannot make good tea. (That I love!) Let the tea stand five minutes before pouring out".

The coffee label gives the name of the packer and the trade mark, with the words "Drip Grind".

The terrible things that can be done to tea are beyond belief, according to some of my visitors. It seems that cream and tea form one undesirable concoction. Milk another. Lemon another. "All bad", of course. Even sugar is sometimes suspect.

When I advise them to add anything that pleases them and explain I never drink tea without sugar and that for breakfast I like a good strong Assam with cream, or even better with evaporated milk, I am sure my stock goes down.

I think the coffee trade has done a good job in educating the customer. Yesterday everyone was asking for Mocha-Java. Today I never hear of it, yet coffee consumption has increased steadily and all seem satisfied. I know the mechanical devices they employ have helped tremendously, but they did have to acquaint the consumer with the various grinds. Today the customer walks into the store, mentions her brand, and says, Regular, Percolator, or Drip Grind. She uses the amount she likes, brews it the way she likes it, and as long or short a time as she pleases and, well, the system must be good, for they are selling an awful lot of coffee.

As the coffee trade had their catchword, "Mocha-Java", we now have Orange Pekoe. Though I think we have all cursed this term at one time or another, we may live to cheer it.

Time was when the housewife wrinkled her brow and wondered what tea she should order. The names sounded so interesting—Formosa Oolong—Young Hyson—Keemun Congou, etc., but they told her very little and probably confused her. Then "Orange Pekoe" took hold and the customer learned that when she ordered Orange Pekoe she might not always get the same tea, but she always got black tea.

Drip pot for tea?

Though advertising has undoubtedly played a big part in the swing to black tea, we can look back now and see this tea was the one that was going to be preferred, and I think "Orange Pekoe" had something to do with it.

Just a few years ago the American tea customer wanted no part of anything but leaf tea. Broken teas were taboo. How the idea got around that broken leaf was dust, I don't know, but there it was. The lady of the house will open a can of coffee that has been pulverized to a powder and her reaction will probably be, "Doesn't it smell good!" Give her a pound of choice fannings and she will yell, "Dust!" Apparently we have fallen down somewhere.

After considerable research by numerous tea men, no one seems to think they can improve on the present way of making tea. I think they are perhaps right, but I am not too sure a different method cannot be devised. I have done some "fooling around" with the percolator—Silex and drip pot, and can't say I get enthusiastic about them. Percolator and Silex are definitely out, but I think the drip pot could be put to use for tea.

I like a drip pot for coffee because it makes a good cup of coffee; it needs no timing or watching. Pour on boiling water and a few minutes later pour your coffee, and the disposal of grounds is easy.

I have tried this method with tea many times, using a glass beaker to watch results. The hot water goes through in nothing flat, even using fannings, and as you would expect,



At a Western States Tea Association luncheon in San Francisco, tea men watch while Miss Hot Tea (Camille Williams) pours for Miss Iced Tea (Ann Zita). The men, from left, are Fred A. Baxter, merchandising manager for the Tea Council; Joseph M. Branstetter, chairman of WSTA's merchandising committee; and WSTA President Miller M. Riddle.

gives very poor results. I eventually found a filter paper that allows the water to pass through in three minutes and the result, as far as I am concerned, was a good cup of tea. I will admit it would win the approval of an Englishman rather than an American. You could call it a strong cup of tea. That could be adjusted.

Around lunch time I have a number of visitors in my tea room, and have tried this brew on them on numerous occasions. Several have said it was too strong. Some few have said it was bitter. (They could be right. After all, I was using fannings.) But, on the whole, they thought they were getting a good cup of tea. If I am right and this will produce a good cup of tea, I see no reason, given time, why the American consumer can't be taught to use any small leaf, including fannings. Previous to World War II, we had a nice little market in the Middle West for Japan Siftings and Fannings. People used them and liked them and we didn't have to hide them in tea balls.

This isn't supposed to be an article on tea, Bob. I have just been jotting down ideas as they occur to me so let me try to summarize a little.

I do believe we can make good tea in almost anything. Stressing boiling water as we have always done is just about all the directions one needs. A teaspoon to the cup is all right, but I rather think most people figure it out for themselves. I like a teaspoon and a half, with not more than a three-minute brew. My wife likes a short brew, too, but with one teaspoon to the cup. Her brew is just a little too strong for my son, while my daughter enjoys a cup of tea no matter who makes it. Just one man's family.

Emphasizing great care in making a cup of tea—such as, "Be sure to use freshly boiled water", "Scald the pot", "Use earthenware and china,"—leads the little woman to think tea is mysterious and tricky, and brewing it a rather complicated

(Continued on page 70)

tea

GIVES BIGGEST PUSH TO "2-OZ." ICED TEA FORMULA!

Stepped-up, bigger-than-ever program this year!

As you know, the "2-oz. formula" for making Iced Tea means using two 1-ounce bags for each gallon of boiling water. Tests have shown that tea made this way yields the "homemade" flavor people like best! It's the method endorsed by the Tea Association and the National Restaurant Association. Packers who have sold it now call it the biggest thing since the invention of Iced Tea.

And salesmen are equally enthusiastic. Because, when a salesman sells his customer on the "2-oz. formula"—he automatically doubles his volume! And, before long, he's *really* doing business, because his customer is not only using twice as much tea per glass—he's also selling *more glasses* of Iced Tea!

Restaurant people who have adopted and promoted the "2-oz. formula" report sales increases of 100%, 200% or *more!* Liggett's (Atlantic Division), Read Drug, Marshall Drug, Clark's of Cleveland, and Thompson's are among the many restaurant and fountain operators who have increased their Iced Tea sales and profits through the use of the "2-oz. formula."

Bigger-than-ever advertising this summer!

"All-summer-long", we'll be firing off everything we've got in support of the "2-oz. formula."

Ads to Restaurant People—In their own publications, your restaurant customers will be shown success stories of how other restaurants increased profits by adopting the "2-oz. formula."

New Co-operative Promotion—The National Association of Ice Industries is tying in with our "2-oz." program. Their ads, featuring Iced Tea, will run opposite ours in hotel and restaurant publications.

National Advertising—Big ads in Life, Look, Saturday Evening Post and 33 metropolitan newspapers will remind people to order Iced Tea when dining out, now that restaurants make it better!

Get these hard-selling merchandising materials!

Here's the 1951 line-up of material for your salesman and his customers:

1. A brochure to help your salesman sell the "2-oz. formula"
2. A recipe card for posting where Iced Tea is prepared
3. A 15½", 4-color Iced Tea Glass poster
4. A colorful back-bar strip
5. A three-dimensional "pop-out" Iced Tea Glass for the back bar, and
6. Sales-making menu tip-ons!

Get into the "2-oz." act TODAY!

For more information on the "2-oz. formula" and FREE samples of the Tea Council's merchandising helps—send this handy coupon!

Tea Council
500 Fifth Avenue
New York 18, New York

Please send me FREE samples of your "2 oz. formula" promotional materials.

Name

Address

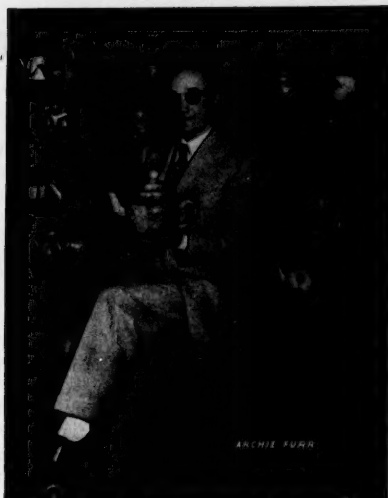
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COFFEE AND TEA INDUSTRIES

Talk about teapots . . .

Archie Furr, Lincoln, Neb.,
wholesale grocer likes to collect them.
He has more than a thousand,
priceless in value

Archie Furr shows one
of his teapots. Behind
him is a small part of
his collection.



Like the "old woman who lived in the shoe and had so many children she didn't know what to do," Mr. and Mrs. Archie Furr, of Lincoln, Nebraska, have about as many teapots—and a little bit more. The "what to do" problem, however, concerns only space, reports The Lipton Link, internal house organ of Thomas J. Lipton, Inc.

Archie Furr is one of the largest wholesale grocery jobbers in Lincoln, Nebraska and a booster of Lipton products.

Mr. Furr and his wife began their collection of teapots because, as they put it, "it brings to mind cheery home scenes, inspiring hope and radiating kindness." They feel that serving a cup of tea is a definite token of friendliness and hospitality and that a collection of teapots ranks as one of the most interesting hobbies, because it has a warmer, more human and personal feeling than a collection of almost any other article of household use.

Many museum pieces

The Furr's collection consists of more than a thousand pieces, a priceless collection. Many of the teapots are museum pieces which have been carefully preserved throughout the years.

The oldest varieties, and many of the most interesting, come from age-old China, where a high state of civilization existed centuries ago.

Kuo P'o, who lived about A.D. 350, claimed that boiling tea leaves was the earliest method used in tea making. However, the Chinese soon learned to make tea by process of infusion rather than boiling. A small kettle was used to heat the water, and the tall, vase-shaped, slender-spouted wine jug was adopted for the infusing vessel. They were not long in discovering the general unsuitability of pots of the wine-jug type for tea. The jugs were too unstable to be safe containers for a scalding liquid, and their slender spouts clogged with tea leaves. Gradually a squat teapot evolved, suited to the tea beverage.

In the Furr's collection are numerous strange shapes,

unique and weird designs. Some represent crude workmanship, others the finest of master craftsmanship. Decorations vary from the very simple to the most beautiful of paintings. Some, in fact bear evidence of infinite patience and extremely delicate workmanship. Some are grotesque, others graceful and artistic. The teapots vary in size from tiny miniatures to giant pieces, too large for practical use.

Archie Furr's prize teapot is one which was made during the Jung Dynasty some nine or ten hundred years ago. It is made from a solid piece of jade and measures about eight inches high, eleven inches from tip of spout to end of handle, and weighs five and a quarter pounds. Beautifully carved in Oriental figures, it is a real treasure. A smaller one, also made of jade, is also an object of beauty. But neither of the jade creations rank as favorites with visitors.

Most visitors choose as their favorites in Mr Furr's collection, a lovely Royal Vienna with a painting of Queen Elizabeth, or a beautiful Meissen with a snake curled around the body and cupid pouring tea out of an alabaster jug as the spout. Some like one from Selicia featuring a mythical character of the country, the "Old Man of the Mountain." Others choose a small sterling silver piece with an ivory handle in the form of a monkey carved in detail, even down to its toenails.

Some very lovely teapots have been made in modern times, and while they are in no sense rare, many of them are deserving of a place in any collection. There are several Royal Doulton, depicting Charles Dickens' characters, several historical pieces such as those celebrating the coronation of King Edward, which never took place, and later of King George. Several early American scenes are very interesting, and some very lovely numbers in Royal Worcester made of the finest of bone china and richly decorated. A few novelty numbers in the form of various animals add to the interest.

(Continued on page 80)

Tea packers are subject to CPR 22, as manufacturers, OPS officials rule

The status of tea packers under price ceiling regulations has been clarified by the Office of Price Stabilization, according to an announcement by the Tea Association of the U.S.A.

The matter had been discussed earlier at trade meetings, and the views expressed were forwarded to officials in Washington.

The Tea Association last month issued the following special bulletin:

"Counsel for the Office of Price Stabilization has ruled that a tea packer who combines a number of different teas of varying growths and/or sizes into one blend, is a manufacturer within the meaning of Section 47, CPR 22 (the Manufacturers' Order).

"If you have any doubts concerning your status under this order, we suggest you submit the manner of your operation to:

Mr. O. W. Woods, Chief
Grocery Products Branch
Office of Price Stabilization
Washington 25, D. C.

"You should receive a decision for your particular case promptly.

"Manufacturers with last fiscal year's gross sales under \$250,000 have the option of using CPR 22 if they qualify, or remaining under the GCPR."

Tea Industry Advisory Committee named by OPS

The Office of Price Stabilization has announced the appointment of a Tea Industry Advisory Committee.

The committee is composed of industry members representing importers, brokers, packers, wholesalers and retailers.

Members of the committee are: George R. Mueller, vice president, Consolidated Grocers Corp., New York City; C. I. Wood, executive vice president, Thomas J. Lipton, Inc., Hoboken, N. J.; A. W. McAdam, president, A. W. McAdam Co., Boston, Mass.; George N. Witt, general manager, National Urn Bag Co., Inc., Long Island City, N. Y.; E. Vere Powers, president, George C. Cholwell & Co., Inc., New York City; Gordon C. Hunger, Jewel Tea Co., Inc., New York City; J. G. Vaskas, The Great Atlantic & Pacific Tea Co., New York City; Robert Compton, treasurer, Bingham & Co., Inc., New York City; Thomas A. Hamilton, treasurer, Irwin-Harrisons-Whitney, Inc., Philadelphia, Pa.; Walter Hellyer, president, Hellyer & Co., Chicago, Ill.; Joseph Bransten, president, M. J. B. Co., San Francisco, Calif.; Herbert C. Claridge, assistant vice president, Salada Tea Co., Inc., Boston, Mass.; Edward I. Dannemiller, vice president, Dannemiller Coffee Co., Brooklyn, N. Y.; Joseph G. Fiveash, president, The James G. Gill Co., Inc., Norfolk, Va.

Blister blight hits Malaya

Blister blight attacked highland Tea estates in Malaya last year and early this year and is seriously affecting production, according to the annual report of the United Planting Association of Malaya.

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TEA

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BUT greater emphasis in advertising should be directed toward getting the consumer to realize the pleasure and economy in drinking the Tea they have, at meals and between meals.

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Tea research in Ceylon

By J. LAMB, Director
The Tea Research Institute of Ceylon

Last of two parts

Known vaguely, if at all, to many tea men in the United States, the work of the tea research stations in the producing countries has contributed beyond measure to the world's tea output, in quality and in quantity.

To fill, even in a limited way, this gap in trade awareness, Coffee & Tea Industries (formerly The Spice Mill) is asking the directors of leading tea research stations throughout the world to highlight for the United States industry their achievements, current program and objectives.—Ed.

In a brief, non-technical sketch of the activities of the Institute, it is impossible to separate past from present activities, for many experiments continue indefinitely. In fact, agricultural field experiments seldom reach a clearly defined end, especially in the system of monoculture, where it is necessary to maintain continuous observations on responses to manuring.

Such is the case with the field experiments laid down by Dr. Eden from 1930 onwards. For many years, the response to manuring in these experiments was mainly confined to nitrogen—phosphates and potash having relatively little effect on yield. In recent years, the response to potash has increased to the point where it now equals or even exceeds that of nitrogen. It is evident that the continuous growth of one crop is gradually exhausting these natural supplies of potash, or at least removing them faster than they become available by means of weathering processes.

Potash manures were very scarce during the war years, and Mr. Portsmouth has, during the past two years, discovered widespread symptoms of potash deficiency. This has necessitated a revision of our recommendations on the manuring of Ceylon teas and illustrates the practical importance of continuous research work. Apart from four and a half acres of manurial experiments on St. Coombs, we also have a similar three and a half acre experiment at our sub-station at Passara, where the application of phosphates appears to stimulate weed growth to an extent sufficient to depress the yield of tea.

It is only possible to make the very briefest reference to the other long term experiments. We have a two-acre experiment laid down to study the effects of cultivation and weeding. Another one-acre experiment, designed to study the effect of hard plucking, has shown that continued hard plucking has the most detrimental effect on the condition of the tea bush, and explains the present condition of many small holdings.

Shortage of space now compels me merely to list the other field experiments in progress:

Pruning cycle increments—one and a half acres

Weedy ecology—three and a half acres.

Phosphates quality (mineral versus super phosphate)—one and a half acres.

The chemical division is now planning to extend the

study of the nutrition of the tea bush beyond the requirements of nitrogen, phosphates and potash. Minor elements, such as Boron molybdenum and cobalt are attracting more and more attention from agricultural scientists, and various deficiency diseases, due to lack of minute traces of these minor elements, have been detected in many other crops. The requirements of the tea bush for these traces of vital minor elements must be given close attention. Dr. Haworth, formerly of the staff of the Imperial College of Tropical Agriculture, a recent recruit to the Institute, is specially trained to undertake this very exacting work.

Apart from the research on the technique of tea manufacture, which will be greatly assisted by the establishment of an engineering section, the biochemical section of the chemical division also concerns itself very closely with the biochemistry of green leaf and of the fermentation process.



You've read about blister blight. This is what it does to tea leaves. The Tea Research Institute is waging a control campaign.

Some years ago, it was found that the principle enzyme or ferment responsible for the fermentation of tea is a compound of protein and copper. Much was learned about the chemistry of the process of fermentation. More recently, it has been found that tea leaf contains another enzyme, which converts pectins into pectic acid (the constituent of jams which causes them to set), and which apparently helps to fix the twist on tea leaf imparted during rolling, and to slow down the main processes of fermentation.

The study of the physiology of the tea bush has been intensively practical. It has been found that the starch reserves upon which the tea bush depends for recovery from pruning are proportional to the elevation at which the bush is grown. At low elevations, the starch storage is insufficient for a proper recovery to take place, and a method of pruning known as rim lung pruning was evolved. A minimum of 200 mature leaves are required to elaborate the food necessary to keep the bush alive, and the Institute constantly stresses the fact that 50 per cent of the harvest of the tea bush is manufactured by mature leaves from carbon dioxide in the air. Hard plucking, loss of leaves normally left for maintenance foliage due to blister blight, and bush management in general, are all related to this most important factor. Fixation of carbon dioxide is impeded by a lack of potash

in the soil or insufficient potash in manurial mixtures. This illustrates how the work of the various departments must be coordinated.

Another present activity which is of the highest importance is vegetative propagation of high yielding, high quality and disease resisting bushes which are selected from the present generation of bushes. Replanting of Ceylon tea areas in future years is the natural corollary to this development and again links up with investigations on soil conditions and nutrients as well as on various diseases.

Some years ago, when the caterpillar of the Tortrix moth was a serious pest of tea, parasites were imported from Java, bred in large numbers at the Institute, and liberated in various districts within the tea growing areas. This proved to be an outstandingly successful application of biological control of disease.

When blister blight first arrived in Ceylon, there was misplaced hope that the Institute would be able to devise a means of control equally simple to that for tortrix. Unfortunately, blister blight is a fungus disease which is not subject to parasites in the way that insects are controlled. It has been found that a competitive fungus, known as brown blight, does assist to control the number of spores or seeds formed by the mature blisters.

Much has recently been published in the press about the blister blight control campaign now being waged by the Institute, especially at the time of the conference held in Nuwara Eliya, in December of last year, when 650 planters from all over the island and a number of foreign visitors, listened to the Institute's recommendations for the control of blister blight disease. Substantial progress has been made and a large measure of control is possible by the use of

copper base fungicides applied with special types of spraying equipment.

Various agricultural methods for limiting the effect of the disease are also being studied, and it is possible that by modified methods of bush management and some lesser degree of spray protection, the present serious effects of the disease can be largely overcome.

For many years the Institute has provided a special advisory service for small holders, and is now in course of establishing a new sub-station in the low-country which will assist in investigating the special problems associated with growing tea at low elevations in either company-owned or small holdings.

SCAP invites Clement Hakim to Japan as adviser on tea

Clement M. Hakim, well known New York City tea importer and a former captain in the U. S. Army who was stationed in Japan and other Asiatic posts during World War II, has received an invitation relayed by Washington from the Supreme Commander for the Allied Power, General Ridgeway, to spend 30 days in Japan to help advise on Japanese prospects for tea exports to international markets.

Japan grows and manufactures approximately 80,000,000 pounds of tea annually, and prior to the war their average exports (1935-39) were 43,000,000 pounds per year. Since cessation of hostilities, Japan's tea exports have not exceeded 16,000,000 pounds yearly.

The U. S. A. and Canada were Japan's best customers, followed by Russia and North Africa, but post-war volume, especially in North America, has not regained its former position.

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Member: Tea Association of the U. S. A.

Tea Council spent over \$1,200,000 in first eight months of drive

The Tea Council spent over \$1,200,000 in its first eight months of operation on industry-level, nation wide tea promotion, it was announced as the Council issued its first annual report, covering the calendar year of 1950. This figure includes money spent for consumer advertising in Life, Look, Saturday Evening Post and Collier's, in 33 metropolitan daily newspapers in key U. S. markets, and in an intensive merchandising and promotion program which, in eight months, resulted in the distribution of over 2,000,000 pieces of point-of-sale material to grocery stores and public eating places.

The Tea Council is supported equally by funds contributed by U. S. tea packers and importers who belong to the Tea Association of the U. S. A., and by the tea growers of India, Ceylon, Indonesia, Pakistan and British East Africa through the U. S. Tea Bureau, Inc.

Widely acclaimed by business and government leaders as a pioneering step in "partnership marketing," this joint program is, according to the annual report, an enterprise "whose primary object is profit, but which has as a secondary objective an increase in the flow of dollars to the democratic nations of the East."

Tracing the development and launching of its advertising campaign in May of 1950, the report points out how, during the closing months of 1949, the Tea Bureau, aided by the merchandising committee of the Tea Association, appointed the Leo Burnett Co., of Chicago to develop preliminary plans for an advertising campaign. Thus, when the Tea Council fund became a reality early in 1950, "the Tea Council was able to move with unprecedented speed in getting advertising into the magazines. It is doubtful whether any large national campaign was ever launched so speedily and with so little confusion."

Now the second year of the Tea Council's campaign is under way with a total of \$1,600,000 budgeted for iced and hot tea. This intensified campaign will follow the same media patterns in advertising and will be vigorously merchandised by the tea trade to grocery stores and public eating places all over the country.

Cooperating with the Tea Council in its iced tea campaign will be two other important American industries, the National Association of Ice Industries and the California Fruit Growers Exchange, better known as Sunkist.

The Tea Council and the N. A. I. I. are cooperating on a trade magazine campaign to the managers of public eating places. In addition, Tea Council posters will be displayed

all summer on 10,000 N. A. I. I. member company ice trucks.

The Tea Council and Sunkist will co-sponsor grocery trade ads, will feature each other's products in their consumer advertising and will assist one another in building feature displays of tea and lemons in grocery stores this summer.

In the opinion of members of the Tea Council and the tea trade generally, this industry-level campaign for tea, now in its second year, is a long term proposition.

As expressed in the first annual report, "A campaign such as ours must obviously be thought of in spans of five years. We are happy to report a very solid sentiment for the continuation of this campaign."

"One of the most outstanding aspects of the present campaign has been the willingness of the U. S. Tea trade and the producers to work harmoniously together and to work for the long term benefit of tea in the U. S., not merely to look at the immediate, day-to-day, week-to-week or year-to-year advantage.

"This same spirit of cooperation for the long term gain of all has been evident on the part of the various competitive interests of the U. S. Tea trade. Without this statesman-like viewpoint on the part of all, the present campaign would have been impossible."

Wholesale-to-retail tea movement up 31% in first quarter

The wholesale-to-retail movement of tea in the United States during the first quarter of 1951 increased by 31 per cent over the corresponding quarter of 1950, it was announced by Anthony Hyde, managing director of the Tea Bureau, Inc., and vice chairman of the Tea Council.

Mr. Hyde pointed out that during 1950 the movement of tea to retail outlets had been abnormally low. However, he said, this year's figures to date, even if compared with those of the same period in 1949, represent a 13 per cent increase.

"These figures show there is a definite trend to tea in the U. S. today," Mr. Hyde concluded. "All signs point to the conclusion that tea consumption will continue to rise and that people will be drinking more tea, particularly with the evening meal."

GEO. C. CHOLWELL & CO., Inc.

Established 1876 — 74th Year

"Whose name is known wherever tea is grown"

40 WATER STREET

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**Committee for 1951 convention
named by Tea Association board**

The committee in charge of the 1951 convention of the Tea Association of the U.S.A. has been named by the board of directors of the organization.

The convention will be held September 30th-October 3rd at The Greenbrier, White Sulphur Springs, West Virginia, site of the last two tea conventions.

On the committee are Edward J. Vinnicombe, vice president of the association, Hayes G. Shimp, Jr., committee chairman, J. Roman LaCroix, vice chairman, Edward C. Parker, treasurer, and Dorothy F. Schneider, secretary.

J. Grayson Luttrell is chairman of the program committee, with Anthony Hyde as vice chairman. Assisting them are Einar Anderson, Robert Compton, Philip Eisenmenger, C. William Felton and Gordon C. Hunger.

William F. Treadwell will be in charge of publicity. Martin E. Coughlin will chair the reception committee, with C. William Felton as vice chairman. Mrs. Ruth H. Floyd will be in charge of special entertainment activities.

Sports will be handled by Harry B. Leussing, in charge of golf, and Larry A. Fuller, tennis.

Tea service will be arranged by C. William Felton. Transportation will be headed by Warren MacGeorge, of the C & O Railroad.

**Slightly smaller crop, stiffer
demand seen for Japanese tea**

Although a very good crop had been expected before the

season, Japan's new tea harvest will in general be slightly smaller than last year as a result of heavy frosts at the end of April, it is reported.

It is expected the tendency of the market will be to remain firm this season, for two reasons:

1. Domestic demand is said to be very active. This demand accounts for 60 per cent of total production.

2. Buyers of green tea in North Africa and Pakistan are reported to be waiting for teas of suitable qualities.

Says tests show Brazilian is best in taste, yield

Brazilian tea is better than Japanese or Ceylon tea both in taste and in the number of cups that can be brewed from a pound, according to an analysis reported by *O Jornal*, Rio de Janeiro newspaper.

It quoted tests made at a recent international tea exposition in Kobe, during which the qualities of the three teas were analyzed.

Brazilian tea, grown mostly in São Paulo and Minas Gerais, yielded about 500 cups to a pound, it was reported, while Ceylon tea, the nearest competitor, produced about 250.

The tea testers of Kobe said that the better qualities of Brazilian tea were probably due to the climatic conditions where it was grown. The tea samples used were from São Paulo, supplied by the Cotia Farm Cooperative in that state.

The testers added, however, that the aroma of Brazilian tea was not as good as that of Ceylon or Japanese tea, but pointed out that this was because of different processing methods, which could easily be changed.

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NEW YORK CITY 5

New England Tea Trade Club goes shipboard for luncheon

The Tea Trade Club of New England was royally entertained at a buffet luncheon aboard the Ellerman & Bucknall Steamship Co.'s vessel, *City of Birmingham*, when it was docked at Castle Island, South Boston.

About 30 members of the Tea Trade Club, which was organized last December, attended this unusual get-together, and representatives of the steamship line were also on hand to insure the success of the occasion.

The *City of Birmingham* was well decorated with appropriate bunting, and the luncheon took place on the canopy-covered promenade deck. This vessel is one of many "City" ships, all of which are operated by the Ellerman & Bucknall Steamship Co., Ltd., a British concern which pioneered the India-U.S.A. trade and is still engaged in the carrying of cargoes of tea and other items of commerce from the principal tea-producing countries.

Arrangements for this event were made with A. C. Lombard's Sons, agents for this steamship line in Boston. R. H. Rodey, of Norton Lilly & Co., of New York City, general agents for the line in the U.S.A., was also aboard.

Captain Leonard E. Smith and members of the ship's company contributed greatly to the success of the affair.

Tea Council demonstrates two-ounce iced tea formula at Restaurant Show

The Tea Council's participation in this year's National Restaurant Show at Chicago's Navy Pier included a complete display and demonstration of the famous "two ounce" formula for making full-flavored iced tea.

Occupying booths 580 through 583, the Tea Council displayed testimonials from restaurateurs who have used this famous formula and thereby increased their profits on iced tea by 100 to 300 per cent.

Information was also disseminated on the Tea Council's \$500,000 "all-summer-long" promotion behind iced tea, and merchandising, advertising and publicity plans supporting the ice, tea, and lemon industries' triple-barrelled tie-in. All merchandising and point-of-sale materials in connection with this campaign were on display.

Under the direction of Oscar C. Gorenflo, restaurant merchandising manager of the Tea Bureau, Inc., a demonstration of the "two ounce" formula was given. A special kitchen for this purpose was set up in the Tea Council booth.

Smithline forms new food company for national distribution of line

Sidney Smithline, well known in national food manufacturing and merchandising circles, has announced the formation of Smithline Foods Corp., with offices at 100 Hudson Street, New York City.

Mr. Smithline, who recently resigned as president of Servit Foods, Inc., said that the new company would market nationally a line of tea bags, gelatine and pudding desserts, chocolate mix, and "Instant Fruitade."

Package designs for the new line have been completed, he said. Production facilities have been established, and initial shipments are now being made.

The new company, he revealed, will base its national marketing pattern upon sales through food brokers. Initial steps for setting up a national brokerage organization have already been undertaken.

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Staten Island 10, New York

For a good cup of tea

(Continued from page 61)

task. She may conclude it is much easier to open a bottle of beer.

I wish you would do a little experimenting with a drip pot, Bob. I am convinced that it has possibilities and can be adapted for tea. My equipment was crude, nevertheless I was pleased with the results. If it does produce a satisfying cup of tea, its chief recommendation is that having poured the hot water it needs no timing nor watching. This, I know, will please any housekeeper.

I like the idea of an aluminum tray. It facilitates disposal of tea leaves and there is no breakage.

C.F.F.

Lewis: Tea Leaves

(Continued from page 59)

one, says modestly that should be retire next year, as he plans to do, it would in a way be a shame, because he is just beginning to learn something about tea. The fact is, he learned a lot about tea in his 40 years with the tea department, and he's passed a lot of that information onto others, making it possible for this country to have the high standards of tea imports it does have.

He started his career in tea in 1912 as an assistant in the tea department and learned his business literally from the waterfront up. He used to collect samples when the only tea we knew about was the uncolored Japan tea his mother served at home. He became interested in other types of tea and experimented with them and learned about them in his spare time. George Mitchell (see last month's Tea

leaves guest column) who was at the time Supervising Tea Examiner, asked "Hutch" to stay around. Matter of fact, he encouraged him to the extent of making him Assistant Supervising Tea Examiner.

"Hutch was born in England in 1885 and came to this country when he was 12 years old. He calls San Francisco home, even though he's lived in New York City for 30 years now. He is the proud grandparent of six.

If "Hutch" retires on his 40th year in tea, it's certain he'll be painfully missed by people who have met and worked with him in the tea business for so many years.

General MacArthur gets his vitality from tea, maitre d'hotel reveals

The secret of General MacArthur's vitality, according to Gaston A. Brosy, maitre d'hotel of the St. Francis, where MacArthur stayed in San Francisco, is largely diet. Mr. Brosy, who prepared the General's first meal upon his return to the U. S. A., said it consisted of simple foods and hot tea.

An inveterate tea drinker, General MacArthur has for many years enjoyed tea with all of his meals—breakfast, lunch, dinner and between-meal snacks. Like so many other busy, "under pressure" people, he finds that tea is a gentle stimulant, one that gives a lift without keying you up.

General MacArthur, incidentally, was recently presented with a Golden Teapot Award by the U. S. Tea Industry in recognition of the outstanding attention he had called to tea in Japan by serving it at conferences and other occasions.

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From shipping room to retail shelf

By Dr. JOHN R. WHITAKER, *American Stores Co.*
Philadelphia, Pa.

This article is from Dr. Whitaker's address at the recent Packaging Conference of the American Management Association, held in conjunction with the National Packaging Exposition.—Ed.

Some cases or containers are too high in proportion to length and width. Merchandise which is packed in this manner becomes top heavy, thus making it difficult to palletize, especially if double tiering of pallets is a normal practice. Shipping cases or containers which are too high or too large for easy handling or storing on pallets must be stored without the use of mechanical equipment.

In many instances, merchandise in the food and grocery field is packed in square containers which prevents interlocking of alternate tiers when loaded on pallets.

Through the efforts of members of the food and grocery industry and others interested in better methods of handling merchandise, the Commodity Standards Division of the National Bureau of Standards, U. S. Department of Commerce, arranged for conferences to consider the feasibility of establishing a simplified list of pallet sizes for the handling of food and grocery commodities. Two sizes of pallets were eventually promulgated in 1947 in Simplified Practice Recommendation R-228-47, for the handling of grocery and packaged merchandise. The pallet sizes recommended are as follows:

40 by 32 or 32 by 40", two-way, or four-way, to handle 2,000 pounds or less.

48 by 40", four-way, to handle 3,000 pounds or more.

Because of the wide use of pallets in handling food and grocery commodities, the problems of proper size shipping cases or containers became increasingly important. As a result, representatives of the grocery industry, and other interested parties, through the cooperation of the Commodity Standards Division of the National Bureau of Standards, discussed the subject of cases and package sizes as they affect the handling and warehousing of grocery commodities on standard pallets. After the last meeting, W. E. Braithwaite, of the Commodity Standards Division, issued a progress report.

Although it is almost impossible to select an ideal case or container size because of the weight, shape and nature of various products being packaged, the report lists six factors which manufacturers of products should consider. These aspects may be summarized, briefly, as follows:

a) For ease in handling, no cases or container should exceed approximately 50 pounds in weight.

b) Case or container height should be less than either the length or width dimensions. The height of a case should not exceed 14 inches.

c) Cases or containers for heavy merchandise, such as canned or bottled goods, should not be larger than one cubic foot. Cases or containers for lighter merchandise should not be larger than approximately four cubic feet.

d) Cases significantly smaller than one cubic foot for merchandise such as spices, extracts, etc., may be taped, interlocked or fastened together in multiple units not to exceed maximum weights and dimensions recommended here.

e) Consideration should be given to the elimination of any void or open space when merchandise is stacked on standard size pallets.

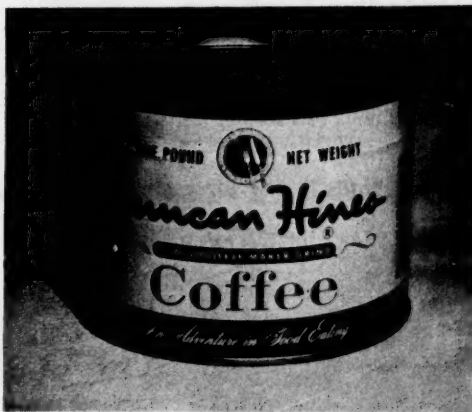
f) The case or container corrugations should be perpendicular (at right angles) to the bottom so as to provide maximum protection and supporting strength.

The fifth basic requirement relates to height of pallet loads and strength of shipping cases or containers, as follows:

a) Overall height of a single pallet load should not be more than 72 inches, but may be less, depending on the commodity, transportation and warehouse operating problems.

b) Cases or containers should be strong enough to prevent crushing or case collapse when piled to height of 16 feet.

It is felt that definite improvements can be made by manufacturers and producers of food and grocery commodities, as well as manufacturers of other packaged products, if they would make every effort to design the consumer package, and in turn, the shipping case or container, so as to conform to



Duncan Hines Coffee is now being packed under franchise by Woolson Spice Co., Toledo, for northeastern and northcentral states, and by Fleetwood Coffee Co., Chattanooga, for southeastern states. Mines-Park Foods, Inc., issues the franchises.

the factors listed under the basic requirements. It would help also if the case dimensions were marked clearly on the outside of each case or container by the container manufacturer.

The recommended arrangement or pattern of alternate rows or tiers of cases should be determined by the manufacturer or producer of the commodity as it relates to the 48 by 40 inch standard pallet.

The cost of handling merchandise from the point of production or supply to the ultimate consumer can be reduced further if the design and construction of cases and containers are modified so as to prevent lost motion in handling and transporting, loss of space in storing, and eliminating of waste due to breakage, denting, crushing, etc. No modification or changes in packages or cases should be made without full knowledge of all additional costs which must be borne and the inherent advantages in making such changes. The economics of joint-costs must always be considered in matters of this kind.

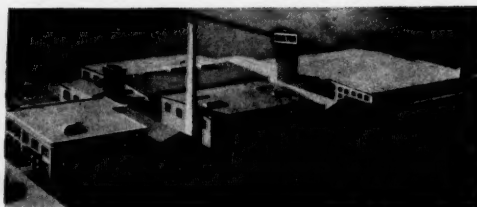
Adapts automatic bag closer to sew Dubl-Tape closure and trim tops

Do you want to speed up your packaging operation and give your consumer size paper packages added shelf appeal? If your answer is yes to this question, you will be interested in the recent adaptation of the B & D Automatic Bag Closer, suggests the Union Bag and Paper Corp. This new machine (Model 1210-T) was developed by the Edward Dilatush Co., Robbinsville, N. J., in conjunction with Union Bag and Paper Corp.

Like its original counterpart (Model 1210-A), the new model automatically pre-forms consumer size paper packages and passes them through sewing heads at speeds up to 1,500 per hour. The differences between the two models lie in the method of closure. Instead of the conventional sewn closure, the adapted machine effects a Dubl-Tape sewn closure and trims the top of the bag above sewing line for improved package appearance.

The same basic principle of operation applies to both models. First, moving conveyors lead the filled bags between two V belts. These belts collapse the tops of the bags and lead them through the sewing head without further handling. The speed of the conveyor is synchronized with the speed of the sewing head at 24 feet a minute.

As two or more filling stations can be coupled with this conveyor, the production rate is limited only by the efficiency of the packaging operators and bag filling speed.



The Shelton Manufacturing Co., Inc., is now in full production in this huge new plant in Newark, N. J. Factory is designed for single flow production, from delivery of raw materials to finished products—all standard and special corrugated items.

The two models are of all-steel welded construction and are fitted with roller bearings throughout. Each model is delivered complete with a standard ten-foot conveyor. Fifteen and 20-foot conveyors are also available. Both of these B&D models come equipped with Union Special sewing heads. The sewing head on the original machine produces the conventional sewn closure; the one on the adapted model effects the Dubl-Tape sewn closure.

Kewaskum Utensil Co. is now Regal Ware, Inc.

Regal Ware, Inc. is the new name of the Kewaskum Utensil Co., Kewaskum, Wisconsin. The new corporate name was adopted by the stockholders of the company at a recent meeting. Except for the name, no other change has been made in the organization or its personnel, according to J. O. Reigle, president and general manager.

"Adoption of the name, Regal Ware, Inc., can be attributed almost wholly to popular demand," Mr. Reigle explained. "Many of our customers, salesmen and business associates have repeatedly urged us to make the change. They've pointed out that the trade name of our products, Regal, is so well known that it has become a synonym for our company."

"We feel, too, that the new name reflects the expanded scope of our operations to better advantage. In addition, it is easy to pronounce, spell, and remember. He originally selected Regal, which means 'fit for a king,' as a trade name, because it was indicative of our determination to produce aluminum ware of the very finest quality."

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Exceptional flexibility with full protective qualities of corrugation. "Molds" around any shaped item. Reduces shipping weight and costs. (Approved under Army and Navy Specs.)

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Canco: G. W. Reese, associated with the American Can Co. for 31 years, has been appointed general manager of manufacture, it was announced by W. C. Stolk, president.

Formerly assistant general manager of manufacture, Mr. Reese succeeds S. D. Arms, who recently was elected vice president in charge of the company's Atlantic division.

At the same time Mr. Stolk announced the appointment of four other men to important manufacturing posts opened by recent promotions.

F. J. Green and C. F. Lausten, formerly managers of manufacture in the firm's Atlantic and Pacific divisions respectively, have been named assistant general managers of manufacture. Mr. Green has served the company for 28 years and Mr. Lausten for 23 years. In their posts, they succeed R. F. Hepenstal, who recently was elected vice president in charge of manufacture and Mr. Reese.

R. B. Thompson and A. T. Augensen, formerly assistant managers of manufacture in the Atlantic and Pacific divisions respectively, have been promoted to managers of manufacture of the divisions in which they held their previous positions. Mr. Thompson has been associated with Canco for 29 years and Mr. Augensen for 34 years.

Gaylord: The Gaylord Container Corp., St. Louis, has named G. Gordon Hertslet to head the company's newly formed customer public relations and advertising departments.

Mr. Hertslet was formerly account executive with Oakleigh R. French and Associates, St. Louis advertising agency, and is a past president of the St. Louis Advertising Club. He served as St. Louis publicity chairman of the Third War Loan and the 1951 American Red Cross Fund Campaign, and is currently a director of the St. Louis Convention Bureau.

Gair: George E. Dyke, president of Robert Gair Co., Inc., New York City, announced recently that William T. May, Jr., has been elected a vice president of the company, in charge of container operations. Gair manufactures folding cartons, paperboard and shipping containers in over 30 mills and plants in the United States and Canada.

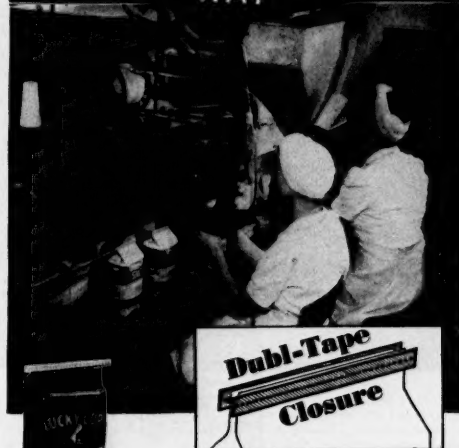
Mr. May started with Gair in 1921 at the Thames River division (New London, Conn.), later was a salesman in New York State for the container department. In 1946, he was made sales manager of container operations, and in 1950 was placed in charge of all container operations for the entire company.

Mr. May is a native of New London, Conn., and a graduate of Fordham University where he was captain of the football team, and also played baseball and basketball. In World War I he served in the Army as a lieutenant and spent two years in France. After that he played professional football in New England for two years, until joining Gair.

Continental Can: Warren A. Lacke recently was appointed general manager of industrial relations of the Continentan Can Co., according to Lucius D. Clay, chairman of the board.

JUNE, 1951

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ATTRACTIVE PACKAGES! It's easy to produce neat, eye-appealing packages—so important in product merchandising today—when you use Union Special's *Style 60000D* machine to close small paper bags with the exclusive "Dabl-Tape" sewed closure.

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- **FAST**—keyed to output of standard filling and weighing equipment.
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BULLETIN ON REQUEST. Bulletin No. 100 shows how food packers are making profitable use of this machine and how you, too, can use it for closing small paper bags.

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The aroma of coffee

(Continued from page 12)

that coffee contains vitamin C.⁵⁷ Von Noel and Dannmeyer,^{58, 59} considered that freshly prepared coffee contained some vitamin D.

According to Schellbach and Drawe,⁶⁰ the value of coffee as a beverage decreases very rapidly if its moisture content is allowed to rise above 5 per cent, the flavor and the enjoyment due thereto being considerably reduced.

A novel method of extracting the essential principle from coffee has been described by Brandt.⁶¹ The freshly roasted and ground coffee is put into pressure vessels, in which it is soaked in liquid sulphur dioxide at 5°C. for 10 minutes. The liquid extract is chilled slowly to -9°C. and then at atmospheric pressure the sulphur dioxide is volatilized. The use of a very low boiling extractant has an advantage in that the solvent can be removed without heating and therefore without deterioration of the aromatic principles.

Conclusion

It seems clear that the aroma of coffee is due to a large number of odorous substances, of which some 30 have been identified.

Those that appear to be far and away the most important are the mercaptans, in particular furfuryl mercaptan. This substance, although repulsive in the concentrated form, will when gently diluted give a solution with an aroma similar to that of roasted coffee. Other valuable principles are the diketones diacetyl and acetylpropionyl, but a great variety of aldehydes and ketones are present. Acids, particularly acetic and isovaleric, make a contribution, and so do the phenols, particularly isoeugenol. The great variety of aromas found in different kinds of coffee is due to the different relative proportions in which these substances are present.

During roasting, some degradation is bound to occur and while this doubtless results in the formation of many of the substances which make up the delightful aroma of roast coffee, it is usually accompanied by a serious loss of aromatic volatiles. Methods have been indicated by which this loss may be reduced and it may be that their development and use will enable a coffee infusion to be prepared which possesses in full the attractive aroma of roasting coffee. To roast too little gives a coffee with an undeveloped aroma, to roast too much imparts an unpleasant empyreumatic flavor.

Possibly the formation of histidine during roasting makes a considerable contribution to the flavor of the coffee.

When it is required to isolate the aromatic principles of coffee, great care has to be taken to use methods which avoid the use of high temperatures and loss of volatiles. Of these, vacuum distillation, low-temperature condensers, and low-boiling solvents for extraction are noteworthy.

Staling is due to oxidation, and there is some evidence that reduction of the coffee, or of a part of it, by hydrogenation is beneficial—perhaps because it enables oxidative changes to be resisted.

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(Continued on page 80)

COFFEE AND TEA INDUSTRIES

THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill



Arriving at Gentry plant from nearby fields, freshly picked chili peppers are placed on conveyor (left) which carries them to first spray wash. From this point to drying, operation is mechanical. After submersion wash (second picture from left) the peppers get their final, and third, spray wash. Before first inspection, they will get five

washes. After inspection, the peppers are spread evenly on trays for drying (third picture from left). Trays move on conveyor to unique 21-tray mechanical stacker in background. Stacked trays, on steel pallets, are carried by motor lift (right) to dehydrator tunnels where the chili peppers are dried.

Capsicums from California

By E. GEORGE LAMBRECHT,

Although California is justly famed for many things, not many persons are aware that the Golden State is also this country's largest producer of Capsicum spices.

Traditionally, the spice trade hinges upon raw materials imported from far-off lands, but there's a growing branch of the spice industry in southern California whose products are entirely domestic and whose operations are typically American.

It is well known that Columbus and other early explorers took back to Europe certain plants which were later cultivated in southern Europe and northern Africa to produce hot red pepper, chili pepper and paprika.

These seasonings belong to the Capsicum family and are closely related to each other. They are the ground, dried fruit which is used for color, or heat, or flavor—or all three—in many dishes which have become part of the American diet.

During the centuries since the flags of Europe's ruling nations were first planted on the virgin soil of the Americas, these colorful and flavorful spices may be said to have made the round trip to Europe and back again.

For chili pepper, paprika and hot red pepper are now grown, dried and processed in very respectable quantities in Orange, Ventura, Los Angeles and San Diego counties in southern California. This area produces over eight million

pounds of Capsicum seasonings a year.

One of the principal growing areas is near the coastal city of Oxnard, about midway between Los Angeles and Santa Barbara. Here is cultivated a major share of America's domestic Capsicum spices. And at the large, modern Oxnard plant of the Gentry Division of the Consolidated Grocers Corp., one management directly controls the related operations of seed selection, planting, growing, fertilizing, pest control, picking, washing, inspecting, drying, grinding, packaging and shipping. Gentry calls it "seed-to-barrel" control.

Old World production of these seasonings is characterized by many hand operations but at Gentry's Oxnard plant virtually all phases of ground spice production are mechanized, including controlled dehydrating via the tunnel method, as compared to the sun-drying techniques employed abroad.

To operate at capacity the Gentry plant requires the services of 125 field pickers per day. Only ripe, fully matured chili peppers are selected for dehydration, with close to 100 "wet" tons per day entering the drying tunnels to produce approximately 20 tons of dried chili pods. The building has a storage capacity of 2,000 dry tons.

After dehydration, the pods are re-sorted and graded to size and color, and then rehydrated slightly to reduce brittleness and keep the pods pliable. The different varieties of dehydrated pods are stored for shipment to other grinders

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and food processors, or are ground by Gentry to produce paprika, ground hot red pepper, Cayenne, crushed red pepper (sometimes called *Peperone Rosso*) and chili pepper.

The principal product is chili pepper, first cousin to paprika. Chili pepper has many of the characteristics of paprika, a major difference being that whereas paprika is milled quite fine, chili pepper usually has much coarser granulation. Heat, color and flavor depend on the type of pods which are processed.

Chief use of chili pepper is as an ingredient in still another spice—chili powder, which includes cumin, oregano, garlic powder and salt.

Contrary to popular opinion, chili powder is a truly American spice. Somewhere along the line (no one knows how or when) some one got the bright idea of combining chili pepper with other spices to produce a seasoning blend used to prepare foods having a taste similar to the Mexican dishes popular in the Southwest.

Americanized versions

Whereas typical Mexican foods, such as chili con carne, are made directly from whole chili peppers cooked into a sauce, Americanized versions are made with chili powder. They have become so popular that the single word "chili" has come to represent a wide variety of chili-flavored American foods. In fact, chili is said to be the state dish of Texas. Chili is also widely used in public school programs in the West-Central states because it is nourishing, satisfying and inexpensive.

Bureau of Animal Industry figures showed chili con carne heading the list of all canned meat products packed by official B.A.I. establishments in consumer or shelf sizes (under three pounds)—and this does not include meat packing plants engaged solely in intra-state commerce.

More and more restaurants and drive-ins are featuring chili, and American housewives are beginning to discover that chili powder is a versatile, all 'round seasoning that can improve the flavor of many foods—from soups to salads.

Latest chili concoction to be introduced to the American scene is a frankfurter with a "built-in" chili flavor, called Chili-Franks. The unique chili seasoning was developed in Gentry's Los Angeles laboratory; meat packers simply add the Chili-Frank* mix to their regular frankfurter batch as the meat is being chopped.

California's chili grinders estimate that today's substantial volume is just a start; they look hopefully to the time when chili-flavored foods will be as standard as other "imported" dishes—like Italian spaghetti, French fried potatoes or Irish stew.

*Trade Mark

Dowling recalled to active duty by Navy

Arthur L. Dowling, advertising and sales promotion manager and assistant secretary of Dodge & Olcott, Inc., New York City, well-known essential oil house, has been recalled to active duty by the United States Navy.

A lieutenant commander in the Naval Reserves since his discharge following World War II, and holder of the Navy Cross, Mr. Dowling now has been ordered to destroyer duty with the Atlantic Fleet.

His duties as advertising manager have been taken over by Mrs. Ruth Farnworth, formerly associated with Peck Advertising Agency, of New York City.

Lt. Commander Dowling will return to D & O at the expiration of his new term of service.

COFFEE AND TEA INDUSTRIES

Flavorettes

Break ground for new flavor plant

At Teterboro, N. J., officers and other members of Polak & Schwartz gathered recently to perform the ceremony of breaking ground for their new flavor plant.

They will be moving from their present manufacturing location in Guttenberg, N. J., as soon as the new building is completed. Provision has also been made to add a building at a later date for the manufacture of their perfumery materials, presently operated in New York, as well as for the erection of an administration building, linking the two manufacturing plants.

French vanilla exports reported

The Tananarive, Madagascar, newspapers have recently published figures on the quantity of vanilla exported (virtually reexported) from France during 1950, a rather successful year for such exports. Most vanilla beans exported from France originally enter France from Madagascar.

During 1950, France exported 492.9 metric tons of vanilla beans, more than it imported during 1950. Obviously, a large part of 1950 exports from France represented stocks of previous years.

The United States was the leading purchaser, taking 353 tons; Germany ranked second with 37 tons; Denmark, third, 34 tons; Great Britain, 16 tons; Belgium-Luxembourg, 12 tons; and Switzerland, 12 tons.

Madagascar exported 588.8 metric tons of vanilla beans in 1950, nearly all of which went to France and the United States. The United States took 289 tons and France 294 tons, and Great Britain, Union of South Africa, Norway, and Pakistan took the remainder.

Mexico's 1950-51 vanilla crop up 40%

Production of cured vanilla beans in Mexico in 1950-51 is estimated at 175,000 pounds, 40 per cent higher than the poor 1949-50 output but 69 per cent below the 1947-48 record crop. The low production in the past two seasons is attributed to adverse weather conditions and to unfavorable prices.

The quality of 1950-51 production is considered good.

Exports of vanilla in 1950 amounted to 253,000 pounds, all to the United States. Although the quantity was 10 per cent below 1949 shipments, the value was 20 per cent higher.

Stocks of vanilla in Mexico are estimated at about 221,000 pounds, including the 1950-51 crop now being cured and stocks of about 44,000 pounds from the old crop.

After deducting requirements, which are not expected to exceed 10,500 pounds, the exportable surplus is estimated at 210,500 pounds.

An experimental plantation for vanilla is to be established by the Ministry of Agriculture at a site it is selecting in northern Vera Cruz State. Secretary Nazario S. Ortiz Garza has sent experts to choose the site and has ordered a budget prepared for the undertaking.

The plan includes instructing farmers of the region to cultivate vanilla. Papantla, in southern Vera Cruz State, is Mexico's most important vanilla center.

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**Statement on moisture content
in vanilla beans is corrected**

In the article by William H. Triest on page 67 of the May, 1951, issue of *Coffee & Tea Industries* and *The Flavor Field*, a printer's error distorted the main point of the article.

The article, as published, read, "If a moisture content of 20 per cent is desirable, why not a moisture content of 50 per cent or 10 per cent?"

This sentence should have read, "If a moisture content of 20 per cent is desirable, why not a moisture content of 15 per cent or 10 per cent?"

In stating 50 per cent instead of 15 per cent, the whole point of the article was changed, Mr. Triest declares. "The idea I was trying to convey," he points out, "was that moisture in the vanilla does serve a purpose. If it did not, it would be just as well to try to reduce the moisture content to 15 per cent, or even 10 per cent."

Japan rebuilds peppermint oil industry

Peppermint-oil (*Mentha arvensis* type) shipments from Japan during the selling year 1950-51 are expected to total 100,000 pounds.

Quantities probably to be exported to individual countries are as follows, in pounds: British Colonies, 30,000; the United Kingdom, 20,000; Western Germany, 20,000; France, 10,000; the United States, 5,000; India, 5,000; and other, 10,000.

Postwar shipments have shown a steady gain. For example, they were 69,720 pounds in 1947-48 and 87,980 pounds in 1948-49. The goal for 1949-50 was set at 100,000 pounds. Export contracts in the latter year aggregated 133,025 pounds.

Before World War II Japan provided approximately 80 per cent of the world's supply of peppermint oil of the

Mentha arvensis type. During the war, however, Japanese peppermint acreage dropped to only 10 per cent of the pre-war level. Since the war, acreage has increased to 2,700 chobus (one chobu equals 2.45 acres) and production of crude peppermint oil to more than 130,000 kin (one kin equals 1.32275 pounds).

Importers' ceiling prices fixed by CPR 31

The long-awaited import price order, CPR 31, was issued by the Office of Price Stabilization early last month.

The order allows the importer-wholesaler to determine his ceiling price by adding to his current landed cost the dollar-and-cents markup taken during the base period, July 1st, 1949, to June 30th, 1950.

The importer-retailer determines his ceiling by adding to his landed cost the percentage markup he uses during the base period.

A retailer who does not import directly, but sells imported goods, will be subject to CPR 7 in determining his allowable markup, which he then will add to his cost of acquisition to find his ceiling price.

Trade mourns passing of Arthur Smith

Arthur C. Smith, president of the Kearns & Smith Spice Co., Chicago, died recently in Tucson, Arizona, of a heart ailment, after six weeks in a Tucson hospital.

Mr. Smith had been a semi-invalid for several years, and for a year and a half had not taken an active part in the business.

Born in Chicago in 1894, he started as a salesman for the Thomson and Taylor Co. Later, Mr. Smith was employed in the Chicago office of Van Loan & Company. In 1937, he formed a partnership, Kearns & Smith Spice Co.; grinding and dealing in a large variety of spices. active management of the company.

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ASTA launches research into medical aspects of spices

Announcement of the start of the first comprehensive research project ever to be conducted on the medical aspects of spices was made during the 45th annual convention of American Spice Trade Association, held at the Grove Park Inn, Asheville, N. C.

An initial survey on the project will be directed by Dr. James R. Wilson, secretary of the Council on Foods and Nutrition of the American Medical Association, according to information contained in a report by Dr. Arthur N. Prater, chairman of the spice trade's research committee.

The goal of Dr. Wilson's survey is to bring together all existing medical knowledge relating to the use of spices in the diet, and to dispel the confusion existing in this field. This survey is the first step in a long-range program to determine the true role of spices in nutrition. Only sporadic medical research has so far been conducted in the age-old history of spices.

A report on the association's research project at the Hormel Institute of the University of Minnesota revealed that sage, rosemary, nutmeg, thyme and oregano topped the list of 32 spices tested for their value in retarding the deterioration of fats in food. Lard samples containing these spices were able to resist rancidity three times as long as samples that contained no spices. The spices were ground and mixed with lard at a concentration of 0.2%.

The Hormel project, under the direction of Dr. J. R. Chipault and Dr. W. O. Lundberg, is seeking to isolate the antioxidants which are considered to be the secret of the preservative value of spices. This preservative value was found to be even enhanced in the presence of citric acid, a naturally occurring fruit acid used in many foods.



Sampling poppy seed bars at a "tasting" at the Netherland Club, New York City, sponsored by ASTA and the Netherlands Seed Society to introduce new ways to flavor bakery items with Dutch blue poppy and caraway seeds. Happy with the results are (from left) Dr. Willen Cnoot Koopmans, consul general of the Netherlands in New York City, Doris Milder, Gerda Van Der Ende, Connie Krennitzer and Ellen Saltonstall, of the Pan-American Coffee Bureau.

SCHLICHTING, FRANK, LEONARD ELECTED BY ASTA CONVENTION

Harry J. Schlichting, of B. H. Old & Co., Inc., was re-elected president of the American Spice Trade Association at the annual meeting, held at the Grove Park Inn, Asheville, N. C.

John J. Frank, of the Frank Tea and Spice Co., was named president, and G. Leonard, of C. M. Van Sillevoldt, Inc., was elected treasurer.

Elected directors for two year terms were Carl A. Bruch, of the firm bearing his name, and William L. Mac-Millan of the Woolson Spice Co.

C. H. de Jong was named chairman of the agents' and brokers' section; Arthur G. Dunn of the dealers' section and T. Bernard Jones of the grinders' section.

The pre-publication outline of a paper on the comparative evaluation of natural spices and spice extractives or substitutes was also described to the spice trade members. The project, carried out in the laboratories of Foster D. Snell, Inc., reveals that natural spices retain their flavor and odor during the cooking process better than spice extractives.

According to the paper, "this is related to the lack of normal cellular structure and normal constituents in the extractives." The evaluations were made by a taste panel which judged flavor, color and texture of the samples by the organoleptic method.

Flavoring materials to be tested were added to white sauce, oil white sauce, pumpkin and cream sauce, and boiled before evaluation. Comparisons were also made in chopped ham, chopped pork and selected types of breads and muffins.

The paper states that "seasoning materials of the type prepared from natural spices by extraction or other processing, as with oils or oleoresins, with or without added emulsifying agents, and of one type added to a salt or sugar base, are in general of inferior odor and flavor quality when added to representative foods and heat-processed by boiling or baking . . . It is obvious that, at the temperatures of some 100° C. reached in this processing, natural spices are able to retain more of their odor and flavor qualities and will undergo less loss due to volatilization and less odor and flavor destruction than do the extractives."

Dr. Peter also reported cooperation by the American Spice Trade Association in a project being conducted on the effect of refrigeration on spices at the Massachusetts Institute of Technology.

U.S. Black pepper imports up 28% last year

In 1950, United States imports of black pepper increased 28 per cent in quantity and 120 per cent in value over 1949, according to the Census Bureau, U.S. Department of Commerce.

Black pepper output in India in 1950-51 is up 22 per cent

Production of black pepper in India in 1950-51 is estimated at 49.3 million pounds, an increase of 22 per cent above the 1949-50 output of about 40.3 million pounds, according to the American consulate in Madras.

The increase is attributed to favorable weather conditions which prevailed during the latter half of 1950 in the pepper-growing areas of the Malabar Coast. Harvesting of the 1950-51 crop began in November, 1950, and was completed by the end of February 1951.

The quantity of the 1950-51 season's pepper output available for export from April, 1951, until the beginning of the next pepper season in November, 1951, was estimated at about 22.4 million pounds. This was computed by adding carryover stocks of 2.2 million pounds from the 1949-50 crop to the estimated production of 49.3 million pounds in 1950-51 and subtracting domestic consumption of 13.4 million pounds and exports of 15.7 million pounds from November, 1950, to March, 1951.

Arrivals of Malabar pepper from the 1950-51 crop have been slower than usual, partly because the crop was late and partly because some producers are holding back their stocks in anticipation of higher prices.

The area under pepper in the districts of Malabar, South

Kanara, and the Nilgiris in December, 1950, was estimated at 104,700 acres, compared with 99,800 acres in December, 1949. The increase of about five per cent is attributed to prevailing high prices for pepper. The increase will not be reflected in higher pepper production for several years, however, because pepper vines do not begin to yield until the fourth year after planting.

No official acreage figures are available for the Travancore-Cochin or Bombay areas, although normal acreages are reported to be about 101,000 acres and 4,700 acres respectively.

India sets new export duty on pepper

The details of the increased duty on exports of black pepper from India announced in the budget statement have been released.

Exports of black pepper, according to the new ruling, will be exempt from as much of the present 30 per cent *ad valorem* duty as is in excess of 150 rupees per hundred-weight instead of 120 rupees as hitherto.

This amounts to 5½ cents per pound, considerably less than was anticipated.

Talk about teapots

(Continued from page 63)

In addition to the variety of shapes and designs, teapots are made from a wide variety of materials such as sterling, silver plate, brass, copper, pewter, tin, zinc, cast iron, bronze, various alloys, and, of course, china.

One of the most widely popular teapots in England and America is the English-made, brown-glazed, earthenware pots from the ancient pottery towns of Swinton, Burslem, Wheildon, etc. One of the most recent developments in teapot manufacture is the transparent pot of heatproof glass, such as is used for cooking purposes.

The perfection of firing on china is evidenced by the fact that one of the teapots in Mr. Furr's collection survived a fire which completely destroyed a warehouse in which it was stored. Charred black, hours of rubbing with steel wool and scouring powder restored it to its original beauty so perfectly that the name of the artist who painted the picture on it is plainly legible.

There is such a large array of teapots in Mr. Furr's collection, that any new additions must pass a rigid examination for beauty, interest, workmanship, history, and condition, before they can rest among the priceless treasures in the Furr teapot collection.

This passion for tea seems to have rubbed off on the Furr's daughter, Mrs. Nellie Aldrich, of Colorado Springs, who is a collector of tea cups and saucers.

The aroma of coffee

(Continued from page 74)

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By MARK M. HALL

■ ■ As of the middle of May, the boys along coffee row are not feeling very high over business. It has been very quiet, although with a few signs lately of increasing activity. They console themselves with the thought that it is always this way at this time of the year.

According to Joe Hooper, stocks of good coffee are pretty well cleaned up. Last year the demand for spots did not subside until June or July. This year most of the spot coffees have been sold. From July until October or November, there may be a squeeze for good mild coffees.

Someone else ventures the opinion that public consumption is off from 15 to 20 per cent. Harry D. Maxwell suggests that in spite of the dullness prices are strong. Jack Hornung reflects these conditions are just part of the coffee business, the roasters having stocked up earlier in the year; and now they don't have to buy, especially with ceilings in operation.

■ ■ The Western States Tea Association met last month at the Commercial Club. Carleton Corey, of Standard Brands, presided in the absence of Miller

A. Riddle. It was called to the attention of the group that the news from New York was that the Tea Council would budget \$1,600,000 next year. R. R. Fraser, sales manager for Standard Brands, said that his company had announced a policy of protection for their customers on government rollbacks. Retailers have a tendency to cut prices to make leaders, and it is bringing confusion into the whole price structure. Trade practices are unsettled as a result of government controls only partially in operation.

Ed Spillane proposed that WSTA contribute ten dollars toward the purchase of the Butano virgin redwood grove, toward which the state has already agreed to give a substantial sum. As this new park will be next to the San Mateo Memorial Park, where the association holds its picnics, it should be a wise investment, enlarging the groups recreational facilities. More room for some of those soft-ball batters.

■ ■ Miller M. Riddle was in Chicago last month attending the annual meeting of the divisional managers of Thomas J. Lipton, Inc.

■ ■ San Francisco is well represented in the Coffee Industry Advisory Committee

of the Office of Price Stabilization. Included are such well known names as James A. DeArmond, J. A. Folger & Co.; T. Carroll Wilson, Hills Bros. Coffee, Inc.; George C. Thierbach, Jones-Thierbach Co. and Harold F. Gavigan, B. C. Ireland & Co.

■ ■ The Alexander-Balart Co., producers of Alta Brand Coffee, are planning to build a new plant in Bayshore City some time in the near future. More space, better facilities and plenty of parking area are included in the plans.

■ ■ Victor W. Howard has returned to the coffee business and has associated himself with the W. L. McClintock Co. He is glad to be back in the trade after an absence of some 11 years, due in part to the war and later to his connection with the Civilian Administration of the Air Corps at Spokane. Mr. Howard began his coffee career with the Eastman Gibbens Co., Stockton, Calif. He has worked for Hard and Rand and Hills Bros. His old friends in the trade have not forgotten him, and he feels at home in the business.

■ ■ Weldon H. Emigh and Mrs. Emigh sailed from New York early this month for a trip to Brazil on one of the Moore-McCormack ships. They will stop at Santos, Montevideo, Buenos Aires and other ports. Pleasure and business will be combined. Mr. Emigh will cover the trade and they will also take in as much sightseeing as possible. Their trip home

(Continued from page 86)

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New York News

■ ■ John F. Toomey is the new secretary of the Green Coffee Association of New York City, Inc. He succeeds Elmer B. Florance, who resigned to take part in forming a new company for the importing of coffee.

Mr. Toomey was with Leonidas Lara & Sons, Inc., well known importers of Colombian coffees, for about three years, and before that was associated with Spitzer Bros.

A native New Yorker, Mr. Toomey is a graduate of Fordham University. Before joining the coffee fraternity, he was with the United States government, in the Treasury Department, and also in private industry.

Mr. Toomey, who is 46, is married and lives in New York City.

■ ■ You can add to the roster of coffee firms the Vistra Coffee Corp., 13 Moore Street, New York 4. This is the company which Elmer Florance helped to set up, and with which he is associated as vice president.

Vistra will import and distribute coffees, concentrating on Africans and the outside growths.

The president of the corporation is Victor Stransky, who has been in the packing house products business, particularly in export to Europe. Formation of the new company represents a decision to expand his activities into coffee importing.

Elmer Florance was connected with the Green Coffee Association here, as secretary, for many years. His numerous friends in the trade are wishing him all success in his new endeavor.

■ ■ As this issue goes to press, the one-day outing of the green and roasted trades at the Hackensack Golf Club, Oradell, N. J., is coming closer. We'll have the story of the event in these pages for you next month.

■ ■ The committee in charge of the Green Coffee Association's week-end at

Montauk Manor is making arrangements with the Long Island Railroad for a private parlor car for those coffee men who prefer to make the trip by train. If it works out, the car will be hooked onto a train leaving Pennsylvania Station on June 22nd at 4:22 p.m. and Jamaica at 4:42 p.m., daylight saving time. The train will reach Montauk at 7:19 p.m. The special car will leave for the return trip at 6:09 p.m. on June 24th, reaching Pennsylvania Station at 9:08 p.m., with a stop at Jamaica.

With John Cargill, Durand Fletcher, Arthur Pflieger, Henry Scheffer and Jim Sullivan in charge of arrangements for the week-end, it should turn out to be an event to remember.

■ ■ S. A. Schonbrun & Co., Inc., has been refurbishing the three Martinson buildings which they took over. Part of Schonbrun's offices will be moved into the new area as soon as the redecoration and renovation is completed. Some of the manufacturing, too, will be done in the new buildings.

■ ■ Gustav Wedell, managing director of The East Asiatic Co., Inc., returned last month from a two-month "sightseeing" trip to the coffee producing countries in South America. Asked to comment about coffee, Mr. Wedell observed with a chuckle that our Good Neighbors are still producing it.

■ ■ Eric Funnell, director of Bryan & Stanley, Ltd., London, coffee importers and exporters, arrived in New York City last month and made his headquarters at H. L. C. Bendiks, Inc., Front Street coffee importers. Mr. Funnell was planning to stay here several weeks, and then leave for Brazil to visit shippers there.

■ ■ Arnold, Dorr & Co., Inc. has been appointed agents for the new formed coffee shipping firm, F. B. Ratto & Cia., Ltda., Santos, formerly Rosato,

Ratto & Cia., Ltda. Fernando Ratto, who continues as head of the new company, is well known in Santos coffee circles. Before forming his own company, he was associated for many years with Ray Deininger & Co.

■ ■ Harry Prochet, manager of the Santos office of the American Coffee Co., sailed from New York for South America last month on the Moore-McCormack Lines' Good Neighbor liner Uruguay. He was accompanied by his wife.

■ ■ Arriving in this country on Moore-McCormack's Uruguay was A. Souza Costa, former Brazilian Minister of Finance, and now president of the Foreign Council of Trade of Brazil. With him was Mrs. de Souza Costa.

■ ■ How well members of the coffee trade here can bowl has been settled—at least for this season. The final games have been played and the scores totted up. Any differences of opinion about skill with the big ball will have to be settled when the new tournament gets underway next season.

In the meantime, here are the winners, as reported by the committee—Jack Malone, Elmer Florance and Jim Morgan.

High teams for the tournament, together with the standing prizes they captured, were as follows:

Miller Transportation, \$115; Holland House, \$95; Savarin, \$80; Arbuckle's Jay St. Terminal, \$75; Hard & Rand, \$70; Slover, \$68; Argentine State Line, \$66.50; Old Dutch, \$66.50; Rivoli, \$64; Brookhattan Trucking, \$63; A&P, \$61.50; Aronco, \$61.50; Ehrhard, \$60; Leon Israel, \$59; Force, \$57; Schaefer Klausmann, \$55; Byrne, Delay, \$53.

High scores for single games were racked up by P. Castellano, 247; R. Vesce, 246; and T. Campbell, 235.

High scores for three games were made by H. Blank, 644; J. Malone, 590; and E. Nockler, 586.

High team scores for individual games were achieved by Holland House, 931; Miller Transportation, 924; and Ehrhard, 877.

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New Orleans Notes

By W. McKENNON

■ Jay Weil, Jr., formerly vice president and manager of the Gulf Shipline Storage Corp., has been made president of the organization by the board of directors. Mr. Weil succeeds his father, Jay Weil, who was named chairman of the board.

Other appointments made were: William Douglas Weill, executive vice president, and J. N. Folse, assistant secretary-treasurer.

The new Gulf president is chairman of the committee on bonded warehouses and foreign trade of the American Warehousemen's Association. He is a former president of the Young Men's Business Club, chairman of the Louisiana Civil Service League's finance committee, and a member of the board of New Orleans Junior Chamber of Commerce.

■ J. W. Reily, vice president and secretary of the William B. Reily Co., Inc., has been appointed chairman of the special donors committee for the 1952 Community Chest fund campaign in New Orleans. Mr. Reily has long been active in Community Chest work and formerly served as vice president of the United Community and War Chest.

■ Recently named to the Coffee Industry Advisory Committee to confer with Office of Price Stabilization officials were Earl P. Bartlett, Sr., American Coffee Co., Albert Hannemann, Brazilian Warrant Co., Inc.; William B. Reily, Jr., William B. Reily Co., Inc.; and W. D. Roussel, W. D. Roussel and Co., Inc.

■ Wilbert R. Martin, of the Great

Western Foods Co., Fort Worth, Texas, with Mrs. Martin, was a visitor in New Orleans recently.

■ Walter T. Bown passed through New Orleans enroute to Chicago from his ranch in Texas.

■ Edward A. Suarez, of Suarez Coffee Co., Gulfport, and Mrs. Suarez, were recent New Orleans visitors. Mr. Suarez made his headquarters at the Offices of H. L. C. Bendiks, Inc.

■ Alvin Zander of Zander and Co., Inc., visited St. Louis, Chicago, Kansas City and a few other inland markets this month, on business.

■ Fred W. Delamain, of J. Aron & Co., Inc., is back at his desk after a trip through Oklahoma and Texas.

■ Ralph Liphtrutt, of the Colonial Tea and Coffee Co., St. Petersburg, Florida, has returned home after a New Orleans visit.

■ Clifford Lafaye, of W. D. Roussel and Co., Inc., has been on a trip through the Southwest, where he has been calling on the trade.

■ Milton Ruth, of Leon Israel and Bros., Inc., is back from a trip to Colombia, where he conducted business for his firm in various cities.

■ Felix Vaccaro reports that his seven-year-old grandson, John Cheramie, had the thrill of his life when he recently hooked and landed his first fish—a fighting-sized Red Fish—off the pier at Felvac, the Vaccaro home at Pass Christian Isles.

■ David A. Kattan, Importer, has increased his office space and now occupies numbers 307-309 in the Board of Trade Annex.

■ H. R. (Dick) Richheimer, of the Richheimer Coffee Co., Chicago, accompanied by Mrs. Richheimer and their two children, passed through New Orleans recently on their way to the Gulf Coast.

■ Roger Kasper, of the Grocers Wholesale Co., Des Moines, Iowa, and Mrs. Kasper, visited New Orleans, where Mr. Kasper conducted business at W. D. Roussel and Co., Inc.

■ William Carter, secretary-treasurer of the New Orleans Board of Trade, Ltd., is in New York. He will visit the New York Coffee and Sugar Exchange there. While in the East, Mr. Carter also will attend the annual meeting of the National Chamber of Commerce in Washington, D. C.

■ W. J. Ganuchau, Jr., of the F. D. Wilcox Co., Inc., represented the Board of Trade along with other local representatives during the recent hearing in Washington, D. C., when the opponents of the St. Lawrence Seaway were given a hearing.

■ Albert Schaaf, of Stewart Carnal and Co., Ltd., has just returned from a business trip.

■ William Smoth, of the Batterton Coffee Co., Birmingham, Alabama, visited the trade in New Orleans recently.

■ Lloyd Cummings, of J. A. Folger & Co., Kansas City, was a recent business visitor in New Orleans.

■ Theodore Brent and C. T. Davis, of the Mississippi Shipping Co., sailed on the Del Mar for a month's trip to various South American cities, where they will call at the firm's offices.

■ Albert Hanemann, of the Brazilian Warrant Co., Inc., accompanied by Mrs. Hanemann, sailed for Rio and Santos recently aboard the Del Norte. They will return in about six weeks.

(Continued on page 86)

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Chicago

By JOE ESLER

- ■ The Food Products Club will hold their 22nd annual golf outing and field day at St. Andrews Golf Club in West Chicago on June 21st.
- ■ Continental Coffee Co. held a reception at the Palmer House during the restaurant convention May 9th, more than three hundred attended. The company had a display of their products at the Navy pier where the exposition was held.
- ■ Cambridge Coffee Co. had a complete display of its coffee lines during the convention and served the trade with hot coffee and cake. Leon J. Katz, Joe Katz, Walter Costigan and Tiny Seifer were on hand for the company. The company is celebrating its 10th anniversary.
- ■ Hill-Shaw Co. had an exhibit at the Navy pier with John Zits, vice president in charge of sales, Henry Pearlman, and Tom Corradino in charge.
- ■ Kitchen Art Foods, Inc. is now in its new plant. Louis Weinberg Jr., George Sternfeld, Seymour Salomon and James F. Russell Jr. will represent the company at the NRTCMA convention.
- ■ Chicago Ideal Toy Corp. has succeeded to the business of the Ideal Novelty and Toy Corp. Irving Cohen, Burton Wade, and David Rosenstein will be on hand at the convention.
- ■ Among the companies exhibiting at the 32nd annual convention of the National Restaurant Association were General Foods, Chase and Sanborn, Standard Brands, Inc., Cory Corp., Silcox, Gold Prize Coffee Co., Steele-Wedeles, Hazel-Atlas Glass Co., La Touraine Coffee Co., John Sexton Co., Tea Council, etc. The management reported the attendance was the largest in the thirty-two years history of the association.
- ■ The Burpee Co. will have an exhibit of their automatic french fryer in action during the NRTCMA convention with D. E. Hall in charge. He will be assisted by Frank S. McCabe and his staff who sell the line.
- ■ O. B. Westphal, formerly vice president of Grand Union Tea Co. and now head of O. B. Westphal & Associates, will have a fine exhibit at the NRTCMA convention. Assisting him will be Robert N. Larson, Sam Miller of Peerless Confection Co., James Hara of the Hydro Tex Corp. and Sidney Belmont of Belmont Industries, which companies are represented by O. B. Westphal to the Homes Service trade.
- ■ Dave Lovitz of the Bernard Edward Co., manufacturers of plastic housewares and planters, reports demand for their lines are at a peak.
- ■ Bob Swanson, Ben Wells, M. Tilden, C. J. Meneley, H. G. Sanberg, and Thomas Couston will be on hand for Swanson Bros.
- ■ Bar-Kay of Evanston, Ill. will have an exhibit showing table mats and hot pads with Frank F. Morr and W. A. Umlauf in charge.
- ■ John Dews and W. L. Hacker will take charge of exhibit for Nesco, Inc., manufacturers of decorated and galvanized ware and pioneer manufacturers of electric roasters.
- ■ The Benmatt Organization will exhibit its "Clamp It" extension cords and other specialties together with the art pottery line of the Spaulding China Co. of Sebring, Ohio. Stanley A. Schaff will be in charge assisted by Kay Geren and B. J. Audette from the Los Angeles offices.
- ■ G. A. Goodrich Co., specializing in private label brands in food products will be represented at the convention by Milton and Donald Baldock and Martin Stopfer.
- ■ Club Aluminum Products Co. will feature its club glass coffee maker to the tea and coffee home service trade. Paul J. Walter will be in charge with Z. E. Wells and Charles F. Cecil assisting.
- ■ Forrest Yarn Co., manufacturers of Angus all-purpose cloths, has put up a line of these well known products for the home service trade in attractive packages. The management reports several tea and coffee companies are using them with success.
- ■ O. A. Barke and D. H. Cole will represent Trylon Products Corp. at the NRTCMA convention and have a full line of bathroom specialties on exhibition.
- ■ E. A. Vandy will have a complete line of California redwood patio furniture on hand with Dick, Dorothy and E. A. Vandy in charge.
- ■ Joseph B. Radke, J. L. Rand and J. A. Radke will be on hand at the convention with a full line of rugs, chenille bed spreads, and bath mats, for the Radke Sales Agency.
- ■ Nu-Dell Plastics Corp., will have a full line of specialties on display. L. V. Kay, John Shannahan, Myron Sangerman, A. A. Nudell, and B. H. Nudelman will be on hand.
- ■ M. F. Garrett and Fred J. Ford will represent the McKenzie Engraving Co., Inc., with a display of greeting cards, gift wrappings, etc.
- ■ Leeds China Co. will be represented by John Everett and have a full line of Walt Disney cookie jars and stoneware specialties on display.
- ■ Excello Ltd. will have a display of cotton and plastic household goods for

the trade. H. W. Shaw, David Gettleman, Edw. Schwartz, Roman Giles, Eugene Thiesen, R. C. Kincaid, and Jules Nudelman will represent the firm.

■ ■ Leon LaBelle, Jack Glass, and Sam Greenstadt will display blankets, towels, curtains, bedspreads, etc., for LaBelle Mercantile Co.

■ ■ Regal Ware Inc., formerly Kewaskum Utensil Co. will be represented by J. O. Reigle, J. D. Reigle, and Edna Oster; a full line of Regal Aluminum cooking ware will be on display.

■ ■ J. G. Ferguson & Associates will be represented by J. G. Ferguson, George Plews, Ross Hartman, Howard Michels, Harriet Helmar and Edith Loeser. A full line of hobby and juvenile books will be displayed.

■ ■ R. E. Williams, D. E. Stage, A. J. Hazle, E. G. Berry and W. W. Grieb will have full data on hand of various types of coffee equipment for B. F. Gump Co.

■ ■ Enterprise Aluminum Co., will be represented by Gordon G. Sill, W. B. Williams, and Walter Jacobson. A complete line of Enterprise Aluminum Ware will be shown at the convention.

■ ■ Cleanser Products Inc. will have a display with J. A. Cameron in charge.

■ ■ Claire Manufacturing Co. will be represented by Herb Ehler, Russ Murray, and Maury Aronson. They will display Spice Air deodorant, Pine Oil disinfectant, etc.

■ ■ Arthur Cross, Tom Barnes, Howard Ferrell, and Harold Carlson will represent the Cameo Corp. at the convention with Cameo copper cleaners, cleansers, and dispensers.

■ ■ Consumer Products Sales, Inc. will be represented by Carl Hellberg, Lou O'Neill, Walter Mansfield, and Mario Gambardella. They will have a fine exhibit of the various lines handled by the company.

■ ■ Borg Erickson Corp. will exhibit Borg Scales at the convention. J. M. Zapoleon, L. H. Erickson, and C. W. Dinse will be on hand.

■ ■ Jabez Burns & Sons, Inc. will have an exhibit with J. W. Williams, C. H. Wilenborg, and George Duane on hand to meet the trade.

■ ■ West Bend Aluminum Co. will be represented by E. A. Kraemer, A. C. Kieckhafer, M. E. Martin, and F. G. Ritchie with a complete line of West Bend Aluminum ware of interest to the home service trade.

■ ■ Zion Industries will have Robert

(Continued on page 87)

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TRICOLORATOR COMPANY, INC.

San Francisco

(Continued from page 81)

will be by way of New Orleans on the Delta Line's steamer Del Mar.

If another reason is needed for making the trip, it is to celebrate Weldon's 30 years in the coffee business. Beginning as an errand boy for C. E. Bickford in San Francisco in 1921, and later with W. R. Grace & Co., Weldon now operates a growing and flourishing importing business which he started in January of 1945.

■ ■ Joseph Bransten, president of the M.J.B. Co., has been appointed a member of the Tea Industry Advisory Committee by Michael V. Di Salle, director of the Office of Price Stabilization, Washington, D. C. He, along with 13 other members, will advise on all price regulations and other defense matters pertaining to the tea industry.

Mr. Brandsten is also chairman of the advisory merchandising committee for the West of the Tea Association of the U.S.A.

■ ■ The General Steamship Co. announces that the Westfal-Larsen Co. Line, of Bergen, Norway, is celebrating the 25th anniversary of the establishment of lines operating between Pacific ports, Canada and South America. At the present time the fleet comprises the motorships Falkanger, Siranger, Grenanger and Ravanger. A fifth ship will be added soon. In its world service it operates 29 ships.

■ ■ Haas Bros. was awarded a scroll

titled "Century of Honor" by the San Francisco Chamber of Commerce for 100 years of constructive service to the city of San Francisco. The presentation was made by J. W. Millard, the Chamber's acting president, to Samuel Lilienthal, of Haas Bros.

■ ■ As part of the nationwide tea promotion program, a luncheon was held at the St. Francis Hotel here last April 20th. The meeting was sponsored by the Tea Council, the Tea Association's merchandising committee, and the Western Tea Association. The luncheon, well attended, included all branches of the industry—packers, wholesalers, salesmen and importers.

Fred Baxter, of the Tea Council, outlined to the meeting the national program ahead, not only for "National Iced Tea Time," July 13th-27th, but also material being used now and contemplated for the future. He also explained the many features being used to bring tea more prominently before the public, such as ads and write-ups in newspapers and magazines, radio, television, movies and every possible media one might think of.

Miller Riddle, western manager of Lipton's Tea and president of the WSTA presided. Also assisting in greeting the guests and speaker was Joseph Bransten, president of MJB.

■ ■ Adrien J. Falk, president of S & W Fine Foods, Inc., was reelected to a second term as president of the California State Chamber of Commerce.

■ ■ The Executive Secretaries, Inc., San Francisco chapter, held a Thomas J. Lip-

ton night recently. Dorothy C. Whitten, executive secretary to Miller M. Riddle, western manager, was the guiding light in the affair. Other executives of the firm taking part in the program were E. H. Harder, Tom Moss, R. H. Desch, Sylvan Springer and Fred Marinoro, with his young son, Ralph. The story of Sir Thomas J. Lipton's rise to wealth and prominence in tea was told by Mr. Riddle at a banquet at the St. Francis Hotel. Later the group toured the plant on Mission Street.

New Orleans

(Continued from page 84)

■ ■ Blaise S. D'Antoni was elected president of the Standard Fruit and Steamship Corp. at a meeting of the board of directors, it was announced this month.

Other officers elected were Felix Vaccaro, Ralph C. Lally, Frederick J. Rolfe and Wm. A. Blackmon, vice presidents; S. Walsh Amis, treasurer; Marion J. Green, secretary; Walter Brown, comptroller; Edward E. Daly and Harold L. Rolfe, assistant secretaries and treasurers; and Donald W. Bathrick, chairman of the executive committee.

Members of the Board of Directors elected at the annual meeting of the stockholders of the corporation were: Salvador D'Antoni, honorary chairman; Don Bathrick, Fort Lauderdale, Florida; H. Grady Black, Richard D. Crabtree and Brownlee O. Curry, of Nashville, Tennessee; Isaac B. Grainger, New York; Ormand E. Hunt, Detroit; O. Henry Ingram, White Bear Lake, Minnesota; and Blaise D'Antoni, Carmelo D'Antoni, Dr. Joseph S. D'Antoni, Neville Levy and Felix Vaccaro, of New Orleans.

Denver

By F. TUPPER SMITH

■ ■ Floyd R. Pool, of the Spray Coffee & Spice Co., made a business trip by plane to New Orleans recently.

■ ■ F. Tupper Smith, of the Smith Bros. Brokerage Co., combined a business and pleasure trip to Houston. Mrs. Smith accompanied him. Mr. Smith stopped enroute to call on several of his principals, and the couple then spent several days with their daughter and family in Houston.

■ ■ Irving Fitzpatrick, of the Knickerbocker Mills Co., New York City, with Mrs. Fitzpatrick, were Denver visitors recently. They were guests at a meeting of the Colorado Coffee Association, where Mr. Fitzpatrick gave an informal talk on spices.

Coffee is 81 per cent of Guatemala's exports

Guatemala's coffee, on which the economy of this republic depends, represented 81 per cent of the value of their total exports to all countries in 1950, according to Marshall F. Bannell, Guatemala correspondent of Coffee & Tea Industries.

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Southern California

By ANDREW S. MOSELEY

■ ■ The coffee trade was sorry to hear of the death of William E. Fessenden, owner and general manager of the California Warehouse in Los Angeles. Mr. Fessenden had been manager of the California Warehouse for more than 25 years, and was well known to the grocery and coffee trade.

■ ■ Broadcast over Frank Hemingway's twice daily newscast, Folger's is offering—for \$1.00 and an unwinding band from the tin—a camera, a 12-picture roll of film and their prints. Special point-of-sale display cards will help to describe and illustrate how the camera works.

■ ■ W. A. "Bill" White, secretary and treasurer of the Huggins-Young Coffee Co., has announced the appointment of L. W. Casey as sales representative for Huggins-Young on the vacuum tin, marketed to the trade in two types—"Supreme Quality" and "Moca and Java." Previous to this announcement, Huggins-Young Coffee was, for the most part, confined to restaurants and the institutional trade. Mr. White further mentions that a promotion campaign, together with merchandising leads for the dealer, will be announced later.

■ ■ Major store operators in Southern California, conforming with the allowable mark-ups under OPS, have established retail shelf prices on vacuum packed coffees at 93 cents for one-pounds, and \$1.48 for two-pounds which, for the most part, are still below the permitted increases.

■ ■ Members of the coffee trade were entertained by the Los Angeles Transportation Club at the beautiful Lakewood Country Club in Long Beach recently. This is a yearly function held by members of transportation companies in the Southland, and probably all agree that the latest gathering was one of the best.

■ ■ The Southern California Division of the Pacific Coast Association, honoring John Beardsley, president of the association, who came to Los Angeles for the event, gathered at the Chapman Park Hotel on May 10th. Cocktails and luncheon were followed by a very interesting talk by Mr. Beardsley. He outlined outstanding events during his term and ideas of coming events at the Del Monte convention.

The membership agreed that John's discussion of the functions and benefits of the association as a whole was most illuminating and clarified many points to the southern contingent. Regional Vice President Earl Lingle presided and did his usual good job at carrying the meeting. Charles Nonemacher, appointed by Mr. Lingle as chairman of the nominating committee, presented for consideration the committee's selection for directors of the roast and green divisions and regional vice president for the coming term.

■ ■ The trade is contemplating the reaction to the new shelf prices on vacuum coffees and a probable resistance at these high levels, particularly with the spread now existing between bag coffees and vacuum packed showing an approximate difference of 14 to 16 cents.

■ ■ THOUGHTS OF THE MONTH: VERY LITTLE ELSE BUT CPR ORDER NO. 22 AND FORM 8, WITH THE DEADLINE, MAY 28TH, APPROACHING . . .

Vancouver

By R. J. FRITH

■ ■ Some Vancouver newspaper editors' ears must be as red as the ink that they sometimes splash upon their own front pages. Their great discovery that British Columbia has a cute little tea plantation already in production didn't turn out that way at all.

Even more amusing is the fact that a member of this Province's legislative assembly, who ought to have known better, gives an extensive interview to an over-avid press about the Canadian Tea Planters, at St. Vincent Park, Milner, B.C., and their first year's production of 2,000 pounds of "tea."

Only it isn't so. If the tea planter idea was originated and developed by A. W. Jervis, who is said to have discovered "a way" to grow wild tea bushes on his ranch and to have perfected a process for the leaves' fermentation, firing, packaging, etc.

This "tea" is really leaves gathered from a species of wild purple lilac. Mr. Jervis, who for all his years, and those are many, is a very reasonable person, says he has not attempted to commercialize his discovery. He does believe that his lilac tea has merit and the product has won some favorable comment from persons who rate themselves as authorities on food and beverage flavors.

But this does not include the serious gentlemen who, at Ottawa, this nation's capital city, ride herd on everything consumable under the aegis of the Canada Pure Food Act.

Whether or not they would approve the preparation and sale of wild lilac bush leaves as tea is a question that every specialist in Darjeelings, Assams and such would answer with an emphatic negative. And, likely enough, they would be right. Canada's bureaucrats, charged with responsibilities under Canada's Pure Food Act, are sure death on substitutes for anything eatable or drinkable—unless it be labeled as such.

It was a good story, front paged—even if it did make some editors' ears burn a trifle when they found out how far off the beam they really were.

■ ■ Arthur Irish & Co., Ltd., green coffee, tea and spice importers and brokers, finally gave up the struggle against an outrageous parking situation in downtown Vancouver. Buying a modern concrete block at 1220 West Sixth Avenue, uptown, they moved themselves and their business there. The new place, and also its location, has everything to recommend it—including ample parking space for callers, executives and staff.

With the Arthur Irish & Co., Ltd., firm, there is also Ritter & Co., Ltd., specialists in essential flavoring oils. The two closely associated companies, both directed by Arthur Irish, are now together under a single roof.

■ ■ Coffee, tea and virtually all other

beverages jump in cost this month. The jump is general all across Canada. This is the result of our national government's boost in the Canada sales tax rate from eight per cent to ten per cent. Peculiarly, the same government insists that neither tea nor coffee can be classed as a food. If it was so classed, it would be immune from the Canadian sales tax, which definitely does not apply to Canadian foods.

■ ■ Carrot coffee, selling retail at 49 cents, is another one of those things that have come on the market in the wake of high prices for coffee. Its introduction has not served to bring down the price of either tea or coffee to any extent that can be noticed.

■ ■ Carl Lincoln, of Van Sant & Lincoln, Seattle, green coffee brokers, was calling on friends in the trade recently. There have been very few tea and coffee brokers in town, but better weather conditions now apparent here will serve to encourage a few more southerners to visit this ever-green playground for a game or two of golf and an order or two of coffee.

■ ■ Clarence Eppinger, of W. R. Grace & Co., San Francisco, was among the few visitors last month. He had little to say about coffee markets, prices and such—but spent most of his time with the trade. He can not see any early interruption of green coffee shipments developing from war preparedness.

■ ■ Iced tea time is rolling this way, with sheaves of publicity and point-of-sale advertising that the Canadian Tea Bureau has ready to release the first warm day of Summer. W. G. Jeffery, Vancouver director of the Bureau's activities, says tea men expect an improved volume this year. He credits heavy advertising and a wider appreciation of the refreshing qualities of properly made and properly iced tea as the basis for the tea men's expectations.

Chicago

(Continued from page 85)

Ballin and Stanley Benn at the convention to tell the trade all about Zion cookies and candies.

■ ■ Artistic Apron House, Inc. will be represented by Max Markus and Rose Sax at the NRTCMA convention.

■ ■ American Merchandise Distributors will feature Arthur Beck products at the convention with Max Horwitz, Vince Nyhan, Harry Weinsbank, and Harold Levy on hand to meet the trade.

■ ■ Frank McCabe, Margaret Duffy, Pearl Van, and Bud Shankin will take charge of the exhibit for F. L. McCabe & Son.

■ ■ Jewel Tea Co., Inc. held the annual initiating ceremonies of its 25-Year Club in Chicago. Nineteen Jewel employees and their wives from across the country gathered for a two-day celebration. The festivities closed with a ceremonial banquet at which each employee was presented a 25-year service emblem and a watch suitably inscribed as a permanent record of his recognition.

Although only slightly more than 50 years of age as an organization, Jewel's 25-Year Club has 141 members, 81 of whom are still active in the business.

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INDEX TO ADVERTISERS

	Page		Page
Aluminum Cooking Utensil Co.,	27	Johnson & Co., E. A.	81
The	7	Journal of Commerce, The	76
American Can Co.	7	Junta de Exportacao do	
American Coffee Corp.	8	Cafe Colonial	4
American Export Lines	52	La Belle Mercantile Co.	27
Argentine State Line	50	Lawrence & Co., George W.	83
Arnold, Dorr & Co.	39	Lee Company, W. H.	83
Aron & Co., J., Inc.	1	Leonidas Lara & Sons, Inc.	18
Artistic Apron House Co.	28	Lipton, Inc., Thomas J.	70
Atlantic Coffee Bag Co., Inc.	72	Listo Pencil Corp.	26
Balmer Lawrie & Co., Ltd.	58	Lloyd Brasileiro	53
Balzac Bros. & Co., Inc.	82	Lueders & Co., George	77
Bayer & Co., O. F.	83	Mackey & Co., C. A.	8
Bendiks, H. L. C.	45	Malzoni & Cia., Ltda.	44
Bennett & Son, Wm. Hosmer	82	Medina Co., J. A.	83
Bickford & Co., C. E.	Cover	Mill Engineering & Machinery Co.	40
Borchsenius Co., Inc., Carl	54	Mississippi Shipping Co., Inc.	46
Bott, George P. & Co.	83	Mornet, Inc.	29
Boukouris & Co., Ltd.	68	Moore-McCormack Lines, Inc.	48
Brazilian Warrant Co., Ltd.	54	Muller & Co., E. B.	39
Brookhattan Trucking Co., Inc.	55	National Federation Coffee	
Burns & Sons, Inc., Jabez	3	Growers of Colombia	Cover
Byrne, Delay & Co.	19	NRT&CMA Greeting Pages 35, 36, 37	
Cambron Werotte & Co., Inc.	83	Nopal Line	46
Carret & Co., J. E.	83	Normandy Coffee & Tea Corp.	69
Cholwell & Co., Inc., George C.	67	Noves Co., Charles F.	45
Classified Advertisements	88	Old Slip Warehouse, Inc.	60
Cortizas & Co., M.	78	Ortega & Emigh, Inc.	44
Cosmopolitan Shipping Co., Inc.	55	Otis McAllister Co., Ltd.	Cover
Cup Brew Coffee Bag Co.	5	Pan American Coffee Bureau	10
Dammann & Smeltzer, Inc.	78	Parker-Gaines	28
D'Antonio & Co., C. H.	84	Pope & Talbot Lines	51
Dodge & Olcott, Inc.	74, 76	Popper & Co., Wm. C.	24
Donohue & Co., W. J.	82	Prudente Ferreira Com. e	
East Asiatic Co., Inc., The	Cover	Agri., S. A.	38
Edwards & Sons, Frederick	70	Ranshoff Co., Inc., A. L.	83
Emigh Co., Inc., Weldon H.	81	Reamer, Turner & Co.	82
Enterprise Aluminum Co.	30	Regal Ware, Inc.	25
Eppens, Smith Co., Inc.	33	Roussel & Co., Inc., W. D.	84
Fairchild & Bolte	44	San Francisco, Port of	81
Federacion Cafetalera Centro-		Santos Exporters	9
America-Mexico-El Caribe	6	Schaefer Klausmann Co., Inc.	14
Florasynth Laboratories, Inc.	77	Schonbrunn & Co., Inc., S. A.	43
Fritzsche Brothers, Inc.	86	Shelton Manufacturing Co., Inc.	72
Gabriel de Paula & Cia, Ltd.	40	Slover Co., Chas. F.	83
Gaylord Container Corp.	2	Standard Brands, Inc.	22
Geck Trading Corp.	82	Sterwin Chemicals, Inc.	78
General Foods Corp.	22	Stewart Carnal & Co., Ltd.	56
Grace Line	46	Stockard & Co., Inc.	52
Grace & Co., W. R.	56	Swedish American Line	51
Gump Co., B. F.	41	Tea Council	62
Gumperz Co., Jerome	45	Thomson Inc., Henry P.	66
Haitian Coffee	6	Thurston & Braidich	80
Hall & Loudon	68	Transportadora Gran	
Haly Co., The G. S.	81	Colombiana, Ltda.	52
Hansen, Walter R.	85	Tricolator Co., Inc.	85
Hard & Rand, Inc.	43	Union Special Machine Co.	73
Harris, Inc., Alfred	80	United Fruit Company	53
Hawken Co., Thomas M.	85	Vaccaro, Felix J.	84
Hill-Shaw Co.	30	von Gohren, Wilmer T.	84
Ireland, Inc., B. C.	80	Wessel, Duval & Co.	83
Irwin-Harrisons-Whitney, Inc.	64	West Coast Line, Inc.	49
Israel & Bros., Inc., Leon	42	Wilhelm & Co., R. C.	16
Jewel Tea Co.	36	Ziel & Co., Inc.	81

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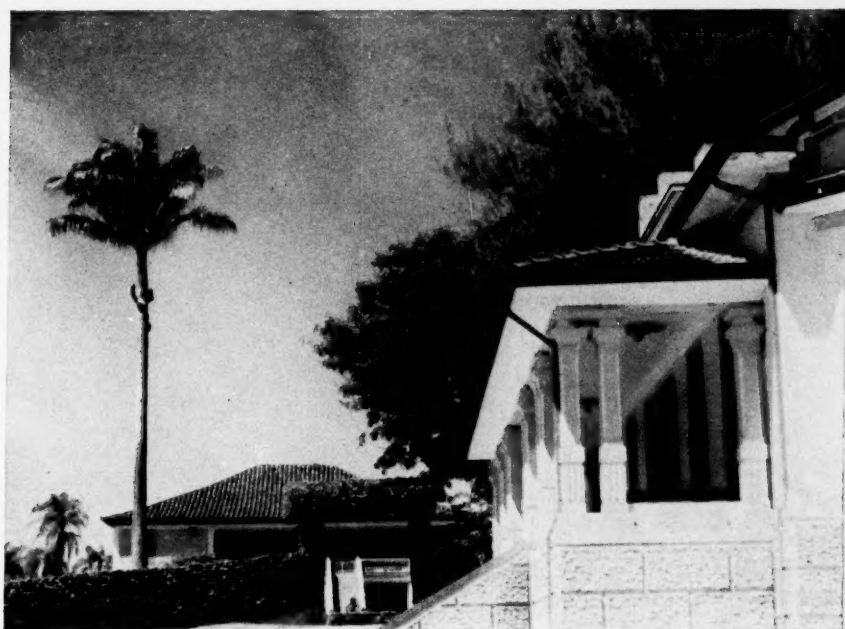
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